

# Electronic Media

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MAY 23, 1988

## Riding high with wrestling



### Sizzling 'sport' is hot television property, too

By RICHARD TEDESCO  
Staff reporter

NEW YORK—There may have been a time when wrestling was a pseudo-sport to be snickered at, but no more. Wrestling is hot and glittery these days, both as a live event and as television programming.

Television and wrestling, in fact, have become an extremely compatible couple. Wrestling provides strong ratings to the television industry; the TV exposure promotes wrestling's merchandising and ticket sales.

Perhaps nowhere is this marriage of convenience stronger than at the World Wrestling Federation.

The WWF stages three weeknight wrestling events and six more on weekends and uses them to feed three weekly hour-long syndicated TV shows.

The shows, produced by Titan Sports, are carried by nearly 300 stations, about half of which are network affiliates.

One hundred of the stations have been added in the last year alone, and TV revenue, including home video, is hovering in the \$50 million-a-year range. (Live gates and merchandising, both of which benefit immensely from the TV exposure, bring in another \$300 million).


The WWF's wrestling network penetrates 96 percent of the country. A respectable part of the country is tuning in; recent syndication figures from A.C. Nielsen Co. gave WWF programming a 10.9 national rating (percentage of TV homes).

As for network numbers, the WWF's last prime-time "Main Event" special, which NBC aired in February, got a 15.2 rating and a 25 share (percentage of sets in use). Those figures represent a record TV wrestling audience of 33 million viewers.

On the cable side of the TV industry, a USA Network telecast of "WWF Royal Rumble" in January chalked up an 8.2 rating—a record for any special carried by that basic cable network.

Finally, the recent "Wrestlemania IV" grossed an estimated \$40 million from closed circuit, home video and pay-per-view, where it drew average buy rates of about 9 percent.

(Continued on Page 16)



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sure way to win.

# Electronic Media

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AT PRESS TIME

## Strike negotiations set

LOS ANGELES—Writers and producers go back to the bargaining table here today as the Writers Guild of America strike enters its 12th week. Federal mediator Leonard Farrell called together negotiators for the WGA and the Alliance of Motion Picture and Television Producers amid heightened pressure to resolve the strike as the networks finish announcing their fall schedules this week.

## Wometco Cable sale near

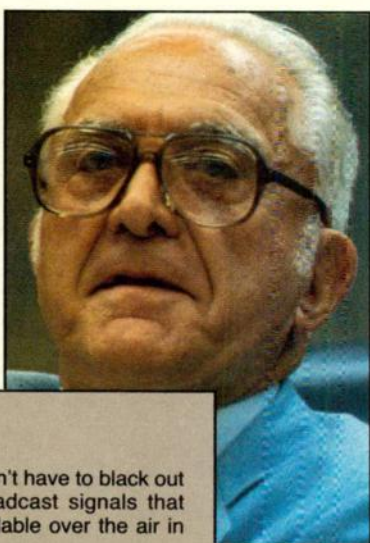
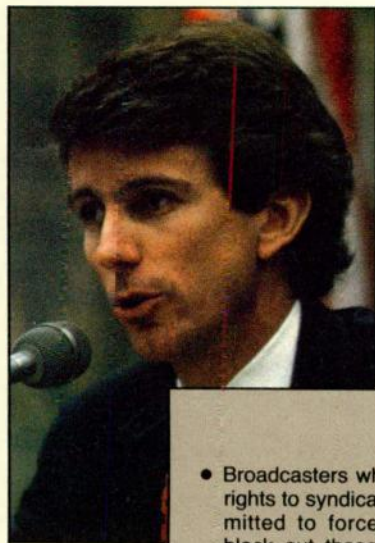
NEW YORK—Cablevision Industries has reached an "understanding" to purchase a significant portion of Wometco Cable from the Robert M. Bass Group for about \$750 million, or less than \$2,500 per subscriber. Sources say the two companies reached a tentative agreement last Thursday under which Liberty, N.Y.-based Cablevision will purchase Miami-based Wometco's 300,000 subscribers, with the Bass Group retaining 140,000 sub-  
(Continued on Page 40)

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MAY 23, 1988

# Exclusivity rules herald TV changes



## The new rules

- Broadcasters who buy exclusive local rights to syndicated programs are permitted to force cable operators to black out those shows on superstations and other distant television signals.
- The rules take effect after a one-year transition period.
- Broadcasters are allowed to claim local exclusivity within 35 miles, but not beyond that unless they acquire exclusive national rights.
- Cable systems won't have to black out programs on broadcast signals that are generally available over the air in their service areas.
- Under a related ruling, network affiliates will be able to force local cable systems to protect network programming at all times instead of only against simultaneous transmissions, as is currently the case.
- Cable systems with fewer than 1,000 subscribers are exempt.

By DOUG HALONEN  
Staff reporter

Initial reaction from around the country indicates that the business of television programming is headed for significant changes due to the Federal Communications Commission's new syndicated exclusivity rules.

Related editorial, Page 12.

Broadcasters, cable operators and program syndicators didn't predict a radical upheaval, but they did forecast changes that in some cases were surprising.

While the cable industry has vowed to fight the rules all the way through the courts, some cable operators appeared to accept the likelihood of program blackouts and said they'll take steps to increase their original and

syndicated fare.

Also, though superstation operators fought hard to stop the commission's action, representatives of Superstation TBS in Atlanta said their service is likely to be strengthened by any ensuing shakeout in the superstation ranks.

And some syndicators, though generally supportive of the new rules, said barter syndicated programs could suffer by losing the expanded audience coverage that distant signals provide.

Under the new rules, which won't go into effect for a year, cable operators would be forced to black out syndicated programming on superstations and other distant signals if local broadcasters have acquired exclusive local rights to the shows.

FCC Chairman Dennis Pa-  
(Continued on Page 40)

In photos above (from left): The Federal Communications Commission's chairman, Dennis Patrick, and members Patricia Diaz Dennis and James Quello, who voted unanimously for new syndicated exclusivity rules.

## Milder children's TV bill passes in subcommittee

By ROBERT HOMAN  
Staff reporter

WASHINGTON—The House telecommunications subcommittee voted 22-2 Thursday to approve a bill aimed at curbing abuses in children's TV programming.

The bill, developed following extensive negotiations with the broadcasting industry, is milder than original proposals. It requires broadcasters to limit the amount of advertising on children's programs.

The measure also directs the Federal Communications Commission to consider at license renewal time whether TV stations have "served the educational and informational needs of children."

A vote on the bill in the full Energy and Commerce Committee is planned for Tuesday.

The approved measure is a substitute version of legislation backed by Rep. Edward Markey, D-Mass., chairman of the House telecommunications subcommittee.  
(Continued on Page 39)

## Syndicators seek gains from network 'strikeout'

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—With the Writers Guild strike threatening to delay the start of the fall season until mid-October, some syndicators will try to persuade network affiliates to preempt their prime-time programming in early fall and replace it with first-run syndicated shows.

The syndicators' aggressive plan is being hatched at a time when affiliates are nervously waiting to learn what their networks will air in

prime time during the important business months of September and October.

The Writers Guild of America strike is now entering its 12th week, and it appears unlikely that the networks will be able to premiere their new series before mid-October.

Hour-long dramas, which take longer to write and produce, could be delayed even further, making those time periods especially vulnerable to pre-emptions.

Many syndicated shows, such as  
(Continued on Page 39)

## INSIDE:

3

### Good morning, Moscow

A Detroit morning radio-show host will broadcast live from Moscow during the upcoming summit.

8

### It came from outer space?

A Pensacola TV station's series about UFO sightings in Florida has created a controversy.

18

### Prime-time Vietnam

The producer of ABC's new series, "China Beach," says the show is "the story of my generation."

## NEWS SUMMARY

**Initial reaction indicates** that the business of TV programming is headed for significant changes due to the FCC's new syndicated exclusivity rules. (Page 1)

**With the Writers Guild** strike threatening to delay the start of the fall season, some syndicators will try to persuade network affiliates to pre-empt their prime-time programming in early fall and replace it with first-run syndicated shows. (Page 1)

**A bill has been approved** by the House telecommunications subcommittee aimed at curbing abuses in children's TV programming. The approved measure is a milder version of the original proposals. (Page 1)

**The Soviets are offering** a rare level of openness to U.S. journalists covering the upcoming U.S.-Soviet summit in Moscow. Soviet officials say American journalists will have free access to all parts of the city. (Page 3)

**WJR-AM in Detroit is taking** its morning show on the road—to Moscow. The station will broadcast live from the Soviet Union during the week of the U.S.-Soviet summit. (Page 3)

**The U.S. Supreme Court** unanimously upheld the FCC's right to bar franchising authorities from regulating the technical quality of cable TV signals. (Page 3)

**The British government** has set up a TV censorship board that could have a serious financial impact on U.S. studios and syndicators. The board will have the authority to ban foreign TV shows on the basis of "sex, violence, taste and decency." (Page 3)

**Peter Desnoes, who resigned** recently from the board of the Television Bureau of Advertising, issued a press release last week outlining his criticisms of the organization. (Page 3)

**NBC's revamp of nearly 40 percent** of its schedule is being seen as an aggressive move that has the 1989-90 season more in mind than this fall. (Page 4)

**Tribune-owned WPIX-TV** in New York lost the latest round in a long labor battle with its editorial employees. (Page 4)

**Showtime/The Movie Channel** has signed a movie deal with Carolco Pictures for a 50-film package that includes "Rambo III" and Arnold Schwarzenegger's "Red Heat." (Page 4)

**Fox Broadcasting's WNYW-TV** in New York plans to launch a two-hour morning show this summer to compete directly with the national network morning shows. (Page 4)

**Cox Enterprises' WSB-FM** set off a storm of listener protests with a contest mailing that apparently led many recipients to believe they were being audited by the IRS. (Page 8)

**A series of news stories on UFOs** has gained a Florida TV station attention from as far away as Italy and criticism from several individuals who have labeled the reported phenomena a hoax. (Page 8)

**ABC's "China Beach,"** a midseason series about American women in South Vietnam during the war, is garnering its share of praise from TV critics. (Page 16)

**Minority participation** in the broadcasting industry came under fire during a congressional hearing last week. Rep. Mickey Leland, D-Texas, called the industry's record of hiring minorities "abysmal." (Page 18)

**The Lifetime cable network** is moving into a new programming area with the purchase of two sitcoms that had short runs on broadcast networks. (Page 18)

**CBS News provided** more coverage of the war in Afghanistan than any other network in the last two years, a new study shows. (Page 25)

**Rep. Ed Markey, chairman** of the House telecommunications subcommittee, has raised \$398,000 in campaign contributions from January 1987 to March 1988, including donations from prominent individuals in the TV industry. (Page 26)

**ABC-TV is telling advertisers** that they'll get more for their money if they move part of their prime-time budgets into daytime. (Page 38)

# Cap Cities sees a soft ad market

By DIANE MERMIGAS  
Senior reporter

CHICAGO—Capital Cities/ABC executives last week predicted softened advertising demand in both broadcast and publishing could hurt profits in those operations this year.

However, management's downbeat economic forecast at the annual shareholders meeting on May 19 here was offset by its optimistic assessment of the company more than two years after its merger.

For this year, however, Cap Cities/ABC Chairman Thomas Murphy offered a downbeat prognosis, both for his company and for the industry in general.

"Demand for advertising at the television network and throughout our operations has slowed, and we see no signs to indicate that this situation will improve in the immediate future," he said. "Overall for the company, excluding the Winter Olympics, we anticipate relatively modest revenue growth in 1988."

On a more positive note, Mr. Murphy said his company has reduced its outstanding debt to \$1.6 billion, mainly in long-term securities with an average interest cost of 10 percent. The debt is offset by about \$300 million in cash invested in short-term securities and an additional \$600 million in cash that will be generated this summer when shareholders exercise warrants issued at the time of the merger in January 1986.

However, Cap Cities/ABC's publishing interests will continue to see declining operating profits this year, Mr. Murphy said.

The company's radio and TV station interests may realize only moderate growth in 1988, he said, because of softer-than-expected sales in the second quarter and the remainder of the year.

The network probably will post a loss for the year, mainly due to its \$65 million-plus loss on its 1988 Winter Olympics coverage.

At the meeting, Mr. Murphy also said that ABC Inc. founder and former Chairman Leonard Goldenson underwent quadruple coronary bypass surgery in March and is recuperating in his Sarasota, Fla., home. #

# Fox adds Mondays to lineup

By ADAM BUCKMAN  
Staff reporter

NEW YORK—Despite a heavy downpour that threatened to close their presentation, Fox Broadcasting Co. officials last Thursday unveiled new-season plans that include a move into Monday nights.

Fox's presentation to several hundred advertising agency executives, which began 90 minutes behind schedule in tents erected in Central Park here, was marred by heavy rain that knocked out the video system and half of the public-address system.

At one point, Fox President Jamie Kellner said he hoped those gathered in the tent would feel sorry for him.

"This is a little embarrassing," he added, as Rupert Murdoch, the chairman of Fox Broadcasting Co.'s parent company, looked on from the front row.

Despite the technical glitches, Fox officials managed to announce a new slate of Saturday night programs for fall, plus the addition of Fox's first Monday night program—a two-hour movie.

They confirmed that Fox's current Sunday night lineup will remain intact.

Fox's Saturday schedule will begin at 8 p.m. (ET) with the one-hour "City Court," a spinoff of the network's "21 Jump Street."

At 9 p.m., Fox plans to air Aaron Spelling Productions' "Angels '88," the updated version of Spelling's "Charlie's Angels."

Fox officials also said they hope to introduce a Monday night movie in spring 1989 that would be anchored by a handful of theatrical films from Twentieth Century Fox. They said they will also look for made-for-TV films.

Fox officials also announced the creation of "NewsExtra," a 90-second prime-time news update that will be offered to Fox affiliates nightly beginning June 6 for airing at 9 p.m. #

# Media General: Sugarman bid fails

By DIANE MERMIGAS  
Senior reporter

Media General on Friday said it appears that Hollywood producer Burt Sugarman has failed in his attempt to win three seats on the company's board.

In a statement, James Evans, president and chief executive officer of Media General, said that "based on proxies that we have received, we believe the incumbent Class A directors have defeated Sugarman and his dissident slate."

The certified outcome of that proxy fight will not be known until next week.

Mr. Sugarman, who has been trying to take over the company, was up for a board seat along with two other nominees against three incumbent directors.

The ongoing battle between Mr. Sugarman and Media General had taken another turn just days before Friday's annual shareholders meet.

Mr. Sugarman last week disclosed that a plan has been under discussion to recapitalize Media General by splitting the company and its various media properties into two publicly traded concerns.

The \$58.50-a-share recapitalization proposal was made in a May 5 letter to Media General by Nicholas Chimichles, an attorney for two Media General shareholders who have filed a class-action suit against the company.

The recapitalization plan did not come in response to a request by Media General or Mr. Sugarman, whose latest \$70-per-share takeover

offer was rejected.

It was devised by Mr. Chimichles and his Haverford, Pa., law firm as a way to "solve the outstanding problems" in the takeover dispute.

However, some industry observers said disclosing the plan appeared to be a last-ditch effort by Mr. Sugarman to win over undecided shareholders in his proxy fight.

Mr. Sugarman last week declined comment on the proposal.

Media General Vice Chairman J. Stewart Bryan said that company officials have recommended against adopting the recapitalization plan.

"We do not want to get out of any of the businesses we are in," he said. "Also, we believe the properties that the plan suggests be sold have been grossly undervalued."

The recapitalization proposal would separate Media General into two publicly traded companies. #

# Warner buy of Lorimar gains approval of boards

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—The boards of Warner Communications and Lorimar Telepictures last Tuesday approved Warner's preliminary agreement to acquire Lorimar.

The deal is now subject to approval by Lorimar Telepictures shareholders, who are expected to vote on the matter in August or September.

Lorimar had agreed May 10 to be acquired by Warner in a stock swap valued at \$13.70 a share.

Two days after Warner and Lorimar announced their preliminary agreement, Denver oil baron Marvin Davis said he was contemplating a \$15-a-share bid

for Lorimar.

Geoff Holmes, a senior vice president at Warner, said Mr. Davis did not make any further overtures last week about acquiring Lorimar.

Mr. Holmes also said that both companies still expected the deal to go through, even though he confirmed that two Lorimar shareholders had filed a class-action suit against Lorimar to block the deal.

The lawsuit, filed May 11, charges that Lorimar was preventing shareholders from getting top value for their stock by negotiating only with Warner.

Should the deal go through as expected, Warner will become the nation's largest producer and distributor of TV programs. #

## CONTENTS

Briefly Noted .....	38	News of Record .....	32
Business Beat .....	30	Quick Takes .....	12
Calendar .....	28	Off-Season Ratings .....	36
Classified Advertising .....	34	Syndication Standings .....	38
The Insider .....	8	Technology and Equipment .....	22
Jobs .....	35	Viewpoint .....	12
Letters to the Editor .....	12	Who's News .....	26

# Soviets open new doors for coverage of summit

By ROBERT HOMAN  
Staff reporter

WASHINGTON—The Soviets are extending the spirit of *glasnost* to the American journalists who will be covering the Moscow summit between President Reagan and Soviet leader Mikhail Gorbachev from May 29 to June 2.

Network executives said the Soviets are offering a rare level of openness to U.S. journalists.

"We have had more cooperation from the Soviets on this trip than in the past 20 years," said Bill Lord, vice president of ABC News. "They will be as open to us as the United States was at the summit in Washington."

Mr. Lord said American journalists in Moscow will be allowed to use their own satellite uplinks, telephones, walkie-talkies and microwave transmissions without restriction.

Igor Bulay, a press officer with the Soviet Embassy in Washington, said: "Nobody is restricted to any part of (Moscow). They can talk to anybody they wish."

At NBC News, Maralyn Gelefsky, a production manager, said, "Considering the Russian system, they are trying to bend over backwards."

Scott Goodfellow, bureau chief for Conus Communications, which will provide live feeds and packages from Moscow for five U.S. TV stations, said the Kremlin will be lit until 4 a.m. Moscow time for cameras from the West. Moscow time is eight hours ahead of the U.S. East Coast time.

A few local TV stations are planning to send their own anchors or reporters to Moscow, but the number will be far less than the huge press entourage that followed President Reagan and Soviet leader Mikhail Gorbachev  
(Continued on Page 39)

## Detroit DJ taking show to Moscow

By ADAM BUCKMAN  
Staff reporter

WJR-AM air personality J.P. McCarthy, who attracts the biggest morning radio audience in Detroit, is taking his show on the road—to Moscow.

In what may be the only such move by a local radio station, the Detroit disc jockey will broadcast live from the Soviet capital during the week of the U.S.-Soviet summit conference.

His show will originate from a Moscow hotel from May 30

through June 3. The broadcasts will air in Detroit from 6:15 a.m. to 9 a.m. (ET). That's 2:15 p.m. to 5 p.m. Soviet time.

The time difference has been one of the challenges faced by WJR producer Marilyn Gordon, who is coordinating the Moscow broadcasts.

Ms. Gordon says the Soviets have been helpful and "hospitable," but occasionally slow in helping WJR set up its live-from-Moscow shows.

WJR's program director, Gary  
(Continued on Page 39)



"The Equalizer," starring Britain's own Edward Woodward, may have trouble with a new TV censorship board.

## U.S. producers may face British censorship hurdles

By RICHARD MAHLER  
Los Angeles bureau chief

The British have set up a TV censorship board that could have a serious financial impact on U.S. studios and syndicators.

The U.K. government on May 16 announced the formation of a broadcast standards board that will have the authority to ban foreign TV shows on the basis of "sex, violence, taste and decency."

"We've got to develop a code for violence and sex that will mean our television doesn't become a violent TV culture like that of the United States," Sir William Rees-

Mogg, chairman of the panel, told the Boston Globe.

"The basic problem is this: The U.S. is a violent country with a violent TV culture, and their TV reflects it," said Mr. Rees-Mogg, a former vice chairman of the BBC and former editor of the London Times.

Bruce Gordon, president of Paramount Television International, called the move a political response to the perception that a recent increase in violent crime in the United Kingdom is directly related to televised violence.

"Unfortunately, the media industry tends to get the blame," he said. "We're the traditional whipping boy of the politicians."

(Continued on Page 37)

## Cable wins court victory over cities

By DOUG HALONEN  
Staff reporter

WASHINGTON—Cable operators scored another major victory over local governments last week.

The U.S. Supreme Court unanimously upheld the right of the Federal Communications Commission to bar franchising authorities from regulating the technical quality of cable TV signals.

The move by the court, according to representatives of local governments, could set the stage for additional pre-emptive strikes by the FCC and result in a further erosion of a franchising authority's regulatory powers over cable.

At issue was a 1985 ruling in which the FCC, hoping to assure that the cable industry would not have to face a patchwork of different quality standards, set federal limits on standards for cable TV signals. At the same time, the agency prohibited local franchising authorities from moving to impose tougher technical regulations of their own.

A group of local governments, led by New York City, challenged the ruling, contending that the agency had exceeded its powers under the federal Cable Communications Policy Act of 1984 and was intruding onto the rightful turf of local franchising authorities.

Yet the Supreme Court held that the agency had acted properly, even though the cable act, which was supposed to set the ground rules for regulating the cable industry, had not spelled out that the commission had the power to pre-empt local technical regulations.

"We conclude here that the commission acted within the statutory authority conferred by Congress," said the Supreme Court, in an opinion written by Justice Byron White.

Cynthia Pols, general counsel of the National League of Cities, said the decision was a "major defeat" in that it appeared to hold that the FCC has retained all regulatory powers that Congress didn't expressly take away in the cable act.

"From our perspective, the purpose of the cable act was to limit how much the FCC could pre-empt," Ms. Pols said.

(Continued on Page 37)

## TvB lambasted by outgoing board member

By ADAM BUCKMAN  
Staff reporter

When broadcaster Peter Desnoes resigned from the board of the Television Bureau of Advertising, he didn't leave in silence.

Instead, Mr. Desnoes, who was in line to become TvB's chairman, issued a news release last week that was sharply critical of the New York-based organization, which promotes the use of TV as an advertising medium.

At a TvB board meeting May 11-13 in Bermuda, Mr. Desnoes an-

nounced his resignation and, in his ensuing statement, accused the TvB of being "unwilling to confront the difficult issues facing the television industry."

In response to Mr. Desnoes' salvo, the TvB issued a statement emphasizing the steps it's taking to correct some of its deficiencies.

Mr. Desnoes is the managing partner and founder of Chicago-based Burnham Broadcasting Co., which owns four TV stations.

He had been a member of the TvB's 25-member board for about three years and was due to become

the association's chairman next fall, when current Chairman James Babb's term is scheduled to expire.

In his news release, Mr. Desnoes said he resigned because he realized that the job of TvB chairman would be more work than he'd previously imagined, due to what he perceives as serious problems at the association.

He said he recognized the TvB's alleged deficiencies while attending the board meeting.

"As the board raced through a superficial agenda without debate or discussion, I realized that this

was an organization out of touch with the needs of its constituents," he said.

"I recognized that the job of narrowing the gap of where the bureau is currently and where it needs to be in the future is a formidable task, requiring more energy than I am either willing or able to commit," he added.

Mr. Desnoes' statement indicated that he's dissatisfied with the steps the TvB is taking to recruit new members and retain the veteran ones.

(Continued on Page 39)



PETER DESNOES  
Lists his complaints



"Baby Boom," a movie spinoff starring Kate Jackson (r.), has been picked up by NBC for the fall.

## NBC says new schedule takes network into 1990s

By WILLIAM MAHONEY  
Staff reporter

NBC's revamp of nearly 40 percent of its schedule last week is being perceived as an aggressive move, one that has the 1989-90 season more in mind than next fall.

The network's moves are being viewed as a way to gird itself for the almost certain loss of "Family Ties" in 1989 and the possible departure of both "Cheers" and "The Cosby Show," three of its 10 highest-ranked shows.

Analysts say this is forcing first-place NBC to take chances in order to plant potential long-term hits.

To that end, NBC yanked "Crime Story," "J.J. Starbuck" and "A Year in the Life," shows that either had 20-plus shares or were perceived as slow-building shows. In an ordinary year, those series likely would have continued into next fall.

"This is not a safe schedule change," NBC Entertainment President Brandon Tartikoff insisted last week, disputing published assessments to the contrary.

"I think that it is definitely an aggressive stance," said Betsy Frank, senior vice president and assistant media research director at the Saatchi & Saatchi ad agency, and one of the nearly 1,000 attendees at

(Continued on Page 37)

# WPIX-TV loses round in labor fight

By RICHARD TEDESCO  
Staff reporter

NEW YORK—WPIX-TV here lost the latest round in a protracted battle with its editorial employees last week when the National Labor Relations Board declared the station guilty of unfair labor practices.

Additionally, the NLRB ruling could affect the license of the Tribune Broadcasting independent, which is up for renewal in June 1989.

WPIX plans to appeal the ruling. The NLRB said WPIX had refused to bargain in good faith with the union representing the editorial employees, Local 3 of the Newspaper Guild of New York.

The labor board said WPIX claimed it had reached an impasse with the union on April 1, 1987, but that no real impasse existed between the two parties at that time.

The NLRB ordered WPIX to stop refusing to bargain with the union and to retroactively restore wage increases and other benefits lost to employees as a result of the station's "unlawful unilateral changes" in conditions of employment.

The station management was also directed to revoke any changes in wages or other conditions imposed since April.

WPIX stopped paying wage step

increases that were required to begin last October under its contract with the union.

"We consider it a major victory," Barry Lipton, president of the New York Guild, said of the ruling last week. "The government has now substantiated our claim that they acted illegally."

Also, he said the guild is giving "very strong consideration" to mounting a legal challenge to WPIX's license. That action would be a leverage strategy to encourage the station to return to the bargaining table, said a union source.

The occurrence of unfair labor practices can be grounds for denying renewal of a station's license.

The face-off between the station management and the 30 editorial employees, including editors, writers and others, dates back to the summer of 1986, when the last contract with the union expired and negotiations commenced.

A WPIX spokesman said the station intends to appeal the NLRB ruling and indicated the station has no plans to resume negotiations or to implement the other stipulations of the NLRB's order.

But the television station has 28 days from the date of the May 12 ruling to implement the changes in the NLRB order, according to a union source. #

## Fox's WNYW-TV plans morning show

By RICHARD TEDESCO  
Staff reporter

NEW YORK—WNYW-TV, Fox Television's station here, plans to launch a two-hour morning show this summer to compete directly with the national network morning shows in the market.

The new show, which will air from 7 a.m. to 9 a.m. (ET), will emphasize a local focus through use of remote on-location news and feature reports, as well as traffic and weather information.

It's intended to be "more spontaneous and live" than its network competition, said Carolyn Wall, WNYW vice president and general manager.

"It's untested territory," Ms. Wall said last week. "However, there is no local option to the national morning news shows and chil-

dren's programming."

Fox stations have been used as a programming proving ground for each other, as well as Fox Broadcasting Co. affiliates. But Ms. Wall indicated that conditions would have to be right to expand WNYW's show to other markets.

She said she would consider sharing the show with sister stations "if there appears to be a way to do that without losing the local flavor."

No format has yet been defined for the new show, according to Ms. Wall, who said the key element would be its New York City orientation.

"We have a long list of proposed options. We haven't settled on a format," she said. "We think we can deliver a show that serves the needs of New Yorkers."

(Continued on Page 37)

## Showtime/TMC signs movie deal with Caralco

By JANET STILSON  
Staff reporter

NEW YORK—Showtime/The Movie Channel has signed an exclusive agreement with Carolco Pictures for a film package featuring "Rambo III" and Arnold Schwarzenegger's "Red Heat."

The agreement covers 50 films in theatrical release before 1993.

Showtime's archival, HBO, had competed for the package.

Larry Gerbrandt, senior analyst at Paul Kagan Associates, said the contract is worth an average \$3 million to \$4 million per title. Other sources agreed with him.

The agreement, which will include any "Rambo" or "Red Heat" sequels during the life of the contract, is likely to contain a significant percentage of movies that are

not successful at the box office.

But Fred Schneier, Showtime's executive vice president of programming who negotiated the deal, said it "rates high" among the cable service's exclusive movie contracts because of its action and comedy titles.

"It completes a phase of satisfying our model requirements over the next three to five years," he said in an interview.

The Showtime agreement with Carolco follows an exclusive film deal worked out between Twentieth Century Fox and HBO. Showtime was also a contender for that package.

Meanwhile, Showtime is negotiating with MCA/Universal for yet another film package.

In those negotiations, HBO is not likely to be a rival, sources say. #

## Syndicators reveal changes they want in Cassandras

By RICHARD MAHLER  
Los Angeles bureau chief

Participants in talks over reforming the Cassandra Ranking Report of syndicated TV shows last week revealed the specific changes that syndicators want A.C. Nielsen Co. to make.

One proposal that's not being made is to scrap the report altogether, an idea that surfaced a couple of months ago when the syndicators raised concerns over the

Cassandras.

A nine-member client committee met with Nielsen officials in Florida on May 10.

"It was a vigorous and very productive meeting," said Scott Kolber, vice president of research for Viacom Enterprises and a member of the syndicators group. "The primary concerns about what the numbers actually represent are being addressed."

Kathryn Creech, the New York-based vice president of communica-

tions for Nielsen Media Research, said the firm will take the recommendations under advisement and may make some modifications as soon as this summer.

"There will be additional meetings (of the committee) June 8-9 in New York and July 14-15 in Los Angeles to further discuss the issues," she said.

Nielsen confirmed accounts of several members of the committee, who outlined the following suggestions:

- Programs with a limited distribution and coverage should not be excluded from the Cassandra report, provided they meet the current five-market minimum established by Nielsen.

- Additional sections should be added to the report that rank programs by affiliate-only and independent-only coverage, with more specific criteria to be determined later.

- Distribution of the report to the news media should be reinstated,

with the understanding that only Nielsen officials are authorized to provide Cassandra copies and that Nielsen make clear what the rankings represent. If reproduced, the material should not be re-ranked or otherwise modified.

- Current demographic, daypart and program categories in the Nielsen Cassandra report should be reviewed, with an eye toward possible modification, consolidation or deletion of some existing categories. #

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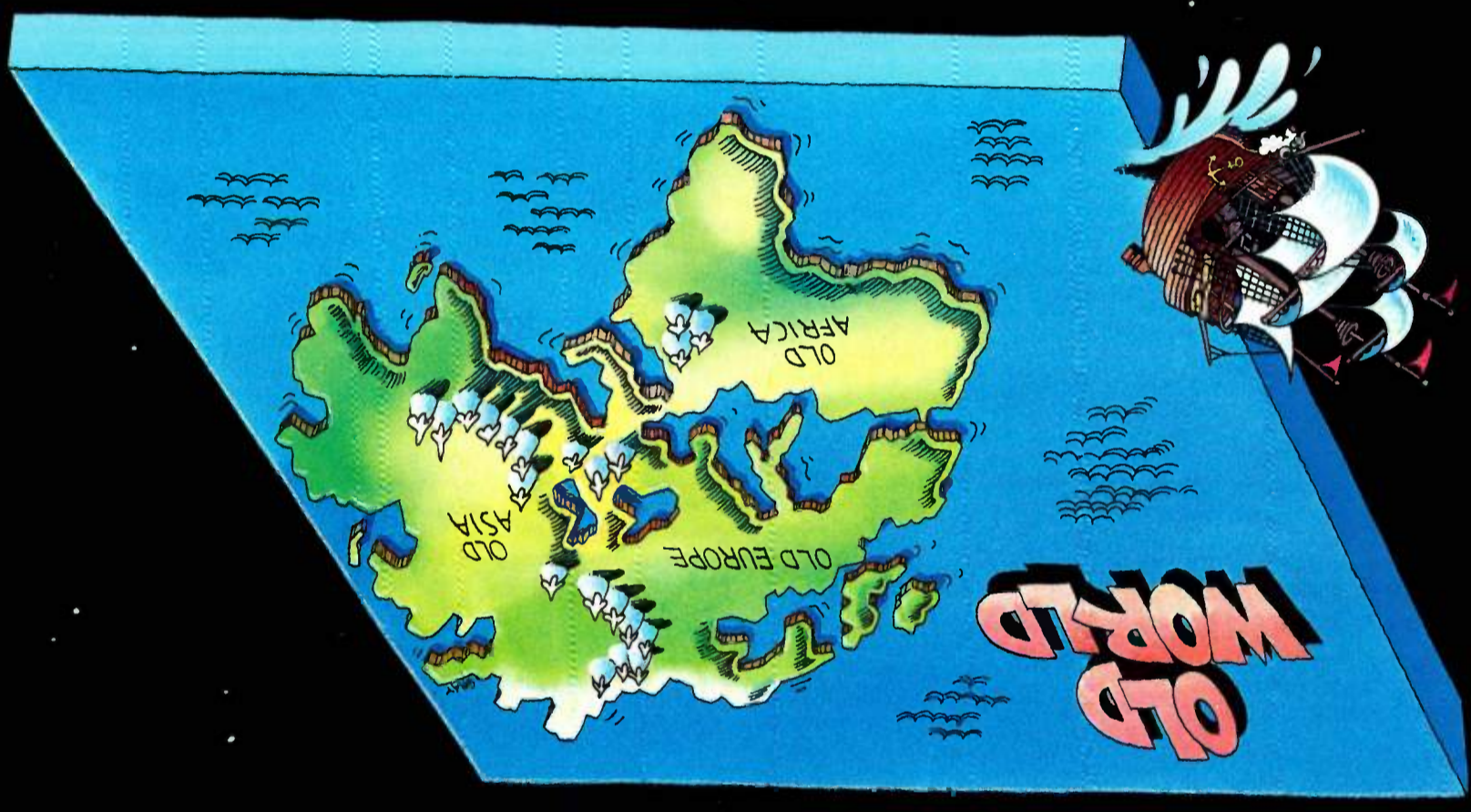
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World Radio History

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1.

# TWO GREAT M



# MYTHS OF MAN.

## 2.

### OFF-NETWORK COMEDIES WILL ALWAYS OUTPERFORM FIRST-RUN COMEDIES IN STRIPPING.

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# Cable networks eye NBC castoffs

"The Days and Nights of Molly Dodd" and "A Year in the Life," two NBC series that got the hook last week, may find a new home on cable. Already, Pat Fili, Lifetime cable network's senior vice president of programming and production, says she's very hot on landing both series. "Molly Dodd," from Jay Tarses Productions, has particular appeal because of its strong female orientation. Also, because it's set in New York near Lifetime's new facilities at Kaufman Astoria Studios in Queens, production on the series could continue. Meanwhile, at USA Network, Neil Hoffman, vice president of programming, said that hour-long dramas like "A Year in the Life" are of minimal interest now because the service has its fill, but half-hour sitcoms are of interest, so USA could give Lifetime competition on "Molly Dodd."

Viacom Entertainment Group has turned down a production output deal with Australia's Ten Network that would have been similar to the pact announced last month between Ten and MCA-TV. Sources at Viacom say their company didn't want its hands tied regarding series produced for U.S. networks. The American network marketplace was considered too volatile, and overseas prices seen as subject to too much change, to make the deal fly, according to an executive involved in the decision. Viacom's current network shows include "Matlock" and "Frank's Place."

In the hard-to-believe category, one of the fastest-growing overseas markets for U.S. programs has proven to be the Middle East, especially with the upcoming sign-on of a new satellite-based regional TV network. Sources at The Aspac Channel, a venture of the Arab Spacescene Corp., tell *The Insider* that nearly 6,000 hours of programming valued at \$15 million was acquired by the service during the recent MIP-TV festival in Cannes, France. The ad-supported network will provide 12 hours of daily programming beginning Oct. 1 to terrestrial broadcasters in Saudi Arabia, Jordan, Kuwait, Morocco, Bahrain, Tunisia and Algeria. Material will be made available in English, French and Arabic and include news, entertainment, sports and children's shows.

Turner Broadcasting, which hopes to break even on the 1992 *Goodwill Games*, already appears to be in good shape with its current commitments from cable operators. TBS is officially counting on a potential audience of 24 million subscribers from 23 of the top 25 multiple cable system operators already signed up at 95 cents to \$1 per head. But the

## THE INSIDER



"THE DAYS AND NIGHTS OF MOLLY DODD"  
Canceled NBC series drawing interest from Lifetime, USA Network

real expectation, according to a TBS insider, is that those MSOs—which had to commit 75 percent of their subscriber bases—will actually distribute Mr. Turner's Seattle Games to all their subscribers, thereby generating a potential \$32 million financial support base. And that's \$6 million more than TBS lost on the project in 1986.

Reverberations are being felt in Newark, N.J., after the Miami-based National Association of Chiefs of Police blasted the way fictional Newark officers are portrayed in "The Street." That group called the show "the worst series yet" in the police genre. Subsequently, Newark Mayor Sharpe James says he's "concerned the city is not being portrayed in a positive light." Meanwhile, as Quantum Media and MCA TV Enterprises decide whether to tape another batch of episodes, Newark Police Department sources suggest the producers may have a more difficult time getting their cooperation for the show.

ABC, stung by the losses incurred by last year's "Amerika" and facing a bill of more than \$100 million for the still-unscheduled "War and Remembrance" miniseries, hasn't decided what to do with "The Black Rainbow," the planned

14-hour Vietnam epic being written by John Sacret Young. Mr. Young, who's now overseeing ABC's "China Beach" series on women in Vietnam, has completed about 500 pages of the screenplay, but says ABC "is waiting for the atmosphere to improve for the miniseries." As outlined, "Black Rainbow" would trace one family's relationship with the Vietnam War, beginning with North Vietnam's declaration of independence in 1945.

Here are some tidbits that illustrate the toll being exacted by the 3-month-old Writers Guild of America strike: Last Tuesday night's "American Comedy Awards" special on ABC, for example, was written by executive producer George Schlatter, who had to resign from the WGA to pen the script. At NBC, a production executive confirms that the network's "Santa Barbara" is now relying on non-union writers to complete the previously outlined soap opera's stories. And dozens of writers have found that their lucrative development deals with production companies have either been terminated or allowed to lapse, a result of contract clauses that allow producers to eliminate such employees when a WGA strike lasts this long.

Who was that strange reporter throwing hardball questions at a press conference held last week by United Video to protest the Federal Communications Commission's decision to resurrect syndicated exclusivity rules? That was no reporter, but Jim Hedlund, vice president of government relations for the Association of Independent Television Stations, one of the most vocal advocates of the new rules. Mr. Hedlund also used United Video's own press conference to distribute an INTV statement attacking the satellite company's opposition to the exclusivity rules. The statement recommended that the company, which redistributes superstation signals, start earning an "honest living."

Finally, one last look at the world of wrestling. While sports prognostication is normally a risky business, the scenario of who becomes the World Wrestling Federation's champ is scripted out months in advance. It's based on the popularity of the wrestler—not his record—according to the results each performer inspires in WWF's multimillion-dollar merchandising sales. Based on that criteria, insiders are laying odds that the next WWF champion will be "Million Dollar Man" Ted DiBiase. But look for Hulk Hogan to reclaim the crown in a matter of months. #

—Written by Marianne Paskowski from bureau reports

## Station's mailing mistaken for IRS tax audit notices

By RUSSELL SHAW  
Special to ELECTRONIC MEDIA

ATLANTA—Cox Enterprises' WSB-FM here set off a storm of listener protests with a contest mailing that apparently led many recipients to believe they were being audited by the Internal Revenue Service.

Earlier this month, the station bulk-mailed 400,000 letters that bore the insignia of the U.S. Capitol and a return address marked "Audit Department M."

Amid the complaints, two of the harshest responses were voiced on other Cox media properties: WSB-TV and the Atlanta Journal-Constitution newspaper.

WSB-TV consumer reporter Bebe Emerman responded with a harsh on-air critique.

In an interview with *ELECTRONIC MEDIA*, she said: "We in the business refer to this as 'terroristic junk mail.' My feeling is this was very misleading.

"The fact that there was a picture of the Capitol plus instructions to open immediately frightened a lot of people into thinking this was an IRS audit."

Ms. Emerman added that soon after she received one of the notices at her home, she advised WSB-TV news director David Lippoff that should she hear complaints about the mailing from viewers, she would consider the WSB-FM mailing for her "Junk Mail of the Week" award.

But Bob Niel, station manager at WSB-FM, is wondering what the fuss is about.

"We only heard vehement protests from 150 or 200 folks out of a 400,000-piece mailing," he said.

"We felt there were generic indicators on the envelope that telegraphed that it was a commercial mailing. The U.S. Government would never use a bulk-mail permit or a picture of the Capitol building on one of their envelopes."

The envelope's contents revealed that "Audit Department M" was a code name for "our music audit department," which was cited as a source for the station's claim that it plays more music with less talk per hour than its competitors.

Still, after the protests, WSB-FM ran TV spots apologizing to anyone who may have been scared off.

It also sweetened a contest pot by giving away an extra \$50,000 in cash.

Mr. Niel said he wasn't angry at Ms. Emerman. "Sometimes we make fun of their programming," he added.

But he was a bit upset when Dick Williams, a columnist for Cox Enterprises' Atlanta Journal-Constitution, lambasted the promotion, implying that the mailing and subsequent protests were premeditated groundwork for the \$50,000 giveaway.

"I was very offended by that," Mr. Niel said.

"It implied we were lying." #

## Florida abuzz over TV reports on UFOs

By JANET STILSON  
Staff reporter

A series of news stories on spaceships with aliens who speak Spanish has gained a Florida TV station attention from as far away as Italy.

But the station, WEAR-TV in the Pensacola, Fla.-Mobile, Ala. market, has also received criticism from several individuals who launched separate investigations into the reported phenomena and concluded it is a hoax.

WEAR's series of more than 10 reports, including a three-part report during the February sweeps and a 30-minute documentary shortly thereafter, center on sightings of UFOs by an unidentified businessman in the Pensacola suburb of Gulf Breeze, who is also an acquaintance of WEAR News Director Peter Neumann.

The anonymous source, who the station has identified only as "Ed," supports his stories with about 50 Polaroid pictures and a short video tape.

WEAR's sweeps reports, which essentially related "Ed's" story, did not increase its ratings for the evening news.

But the reporter who has been covering the story, Mark Curtis, says the documentary is being referred to as "the most watched and most talked about program ever put on the air" at WEAR.

Additionally, the ABC affiliate's news coverage, which followed initial reports in a local newspaper, has prompted interest from many TV and radio stations across the country, as

well as the Italian state broadcaster RAI, according to Mr. Neumann.

But it also has spurred criticism.

Among the more vocal critics of WEAR's coverage is Robert Boyd, the Alabama state director of the Mutual UFO Network and an investigative coordinator for the J. Allen Hynek Center for UFO Studies.

Mr. Boyd has criticized the station for failing to include comments from authorities who are skeptical of the sightings.

Among the doubters is a scientist at NASA's jet propulsion laboratory in Pasadena, Calif., Dr. Robert Nathan, who is said to have prompted the National Enquirer newspaper to drop the Gulf Breeze story after he gave a preliminary reaction to the Polaroids.

Mr. Boyd said that in early May he gave the station more reasons why he concluded the sightings are a sham, but the station has failed to report on them.

A similar complaint came from an employee of one of the broadcast networks, who said he investigated the sightings and gave the station a full explanation of how the pictures he had seen could have easily been taken by reflecting a UFO model in a pane of glass against the night sky.

Meanwhile, the mayor of Gulf Breeze, Ed Gray, who has concluded from his own investigations that the phenomenon is a sham, has expressed concern that the TV and newspaper stories are giving "a distorting and misleading image of the community."

"They portray us as a maniac people." #



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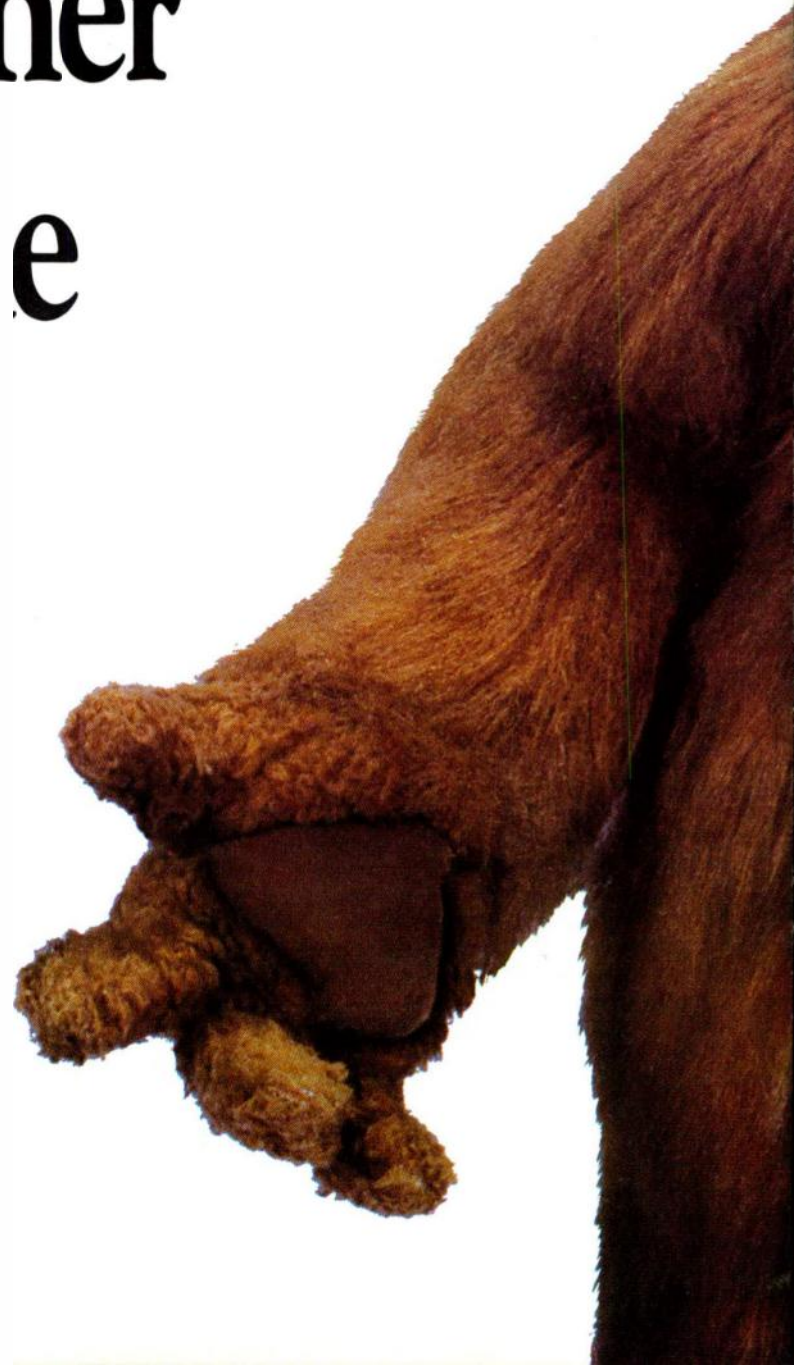
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Source: NTI/NAD 1980–88 (Nov, Feb, May, July each season)



# ALF: Yea!

Randy Newman's  
recording of  
"Short People."



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# A bull's-eye for the FCC

The Federal Communications Commission's decision to reinstate syndicated exclusivity rules is squarely on target.

In essence, the rules, when activated about a year from now, will prevent local cable operators from televising syndicated shows over the objections of broadcasters that own exclusive local rights to those shows.

Judging by the cable industry's early reaction, you'd think the rules were going to unwire the nation rather than strengthen the integrity of the marketplace.

The industry warns that numerous cable schedules will be riddled with black holes as local broadcasters black out syndicated shows carried by distant super-stations.

We're also told that syndicators are going to substantially increase program prices in exchange for adding the necessary "syndicated exclusivity" language to program contracts.

Such problems need not arise and probably won't.

Price gouging at a time when the television market continues to be soft would be contrary to the best interests of stations and syndicators alike. We, therefore, don't expect it to occur.

As for the dreaded black holes, they can be filled by substitute programming. And cable companies can continue to carry the blacked-out shows by picking up the signals of local stations that televise them.

It's even possible for local cable companies to pay stations not to black out the shows in the first place.

Or, for that matter, cable operators could buy exclusive syndication rights themselves; it's just a matter of competing head-on with local broadcasters when a show goes on the market.

We simply don't expect the cable industry to be derailed or radically upheaved by syndicated exclusivity. It's hardly a radical concept; the cable industry itself zealously safeguards the exclusivity of its own programming, even when threatened by nothing more menacing than a backyard satellite dish.

As we see it, the FCC's decision stands a good chance of treating broadcasters more fairly, of encouraging cable operators to be more aggressive, and of expanding the market for syndicated shows, especially the old, inexpensive evergreens that may be needed to plug an occasional black hole.

That would be good for broadcasting, good for cable and good for the entire TV industry. #

## LETTERS TO THE EDITOR

### Beethoven network on 85 radio stations

We are most appreciative for your article about WFMT in the technology section of your April 25 edition (Page 46).

Ms. Norris had mentioned our Beethoven Satellite Network as having "... more than 70 stations..." I thought it was important to tell you (and certainly an accomplishment we are very proud of) that Beethoven Satellite Network is carried on 85 stations across the country and is accessible to more than 35 million people daily.

BSN is now the most successful classical radio format service in the history of broadcasting.

I thought, perhaps, that this noteworthy information would be of interest to your many readers. Thanks.

**David Levin**  
director of development  
The Beethoven Satellite Network  
Chicago

### Lorimar overlooked in two recent stories

In your articles on "People's Court" (EM, April 25, Page 50 and EM INTERNATIONAL, April 28, Page 8) and "Jack the Ripper" (EM International, Page 8), I noticed that our company, Lorimar Telepictures, was

not mentioned. I am sure that this was an oversight, or you were not informed that our company:

1. Is the worldwide distributor of "People's Court" and sold it to the BBC.

2. Co-produced with Thames for "Jack the Ripper." It was our company that sold it to CBS and not Thames, as you mentioned in the article.

If you could bring these facts out in your next issue, it will be appreciated.

**Michael J. Solomon**  
office of the president  
Lorimar Telepictures  
New York

### Report on speech distorted views

I am writing in regards to your recent report (EM, March 28, Page 9) about my speech at the Washington Metropolitan Cable Club. I made the following speculative points in the speech:

1. There will probably be a shakeout in the cable pay-per-view business.

2. There will probably be a shakeout in the cable home-shopping business.

3. Like that experienced by cable services, there will probably be a shakeout in the independent television business, although the "clever and bold independents will be tough competitors."

4. Broadcast programming will continue to improve due to competition from cable.

FOR ELECTRONIC MEDIA to report solely on my comments about a shakeout among

those independents who choose to program only 15-year-old sitcoms really distorts my views of a highly competitive programming environment in which all programmers (cable and broadcast) are subject to shakeouts if we fail to differentiate ourselves for the consumers and develop higher quality product.

In addition, I never implied that must-carry rules, which I oppose, are a solution to any shakeout situation in the marketplace.

**John Hendricks**  
chairman and CEO  
The Discovery Channel  
Landover, Md.

### Tell us what you're thinking

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

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

Letters may be shortened and grammatical errors corrected.

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

## QUICK TAKES

### What was your reaction to the NBC-Tempo cable deal?



**L. Patrick Mellon**  
director of programming  
Telecable Corp.  
Norfolk, Va.

"On the positive side, it will be a shot in the arm financially to another programming source. But my concern is that the market NBC appears to be going after seems to be the sports event market. With ESPN, USA and TNT, that will just exacerbate sports program rights wars."



**Jim Brown**  
vice president and director of corporate development  
Wometco  
Cable TV  
Miami

"I think it's a recognition by the broadcast networks that they need to enter the cable field if they're going to survive in the long run."



**Howard Wood**  
president  
Cencom Cable  
St. Louis

"NBC has had an interest in cable for a long time. And for NBC, it makes a lot of business sense. It seems to me an NBC cable deal was inevitable. It was just a question of how and with whom. And the better programming we have, the better off the cable industry is."

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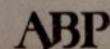
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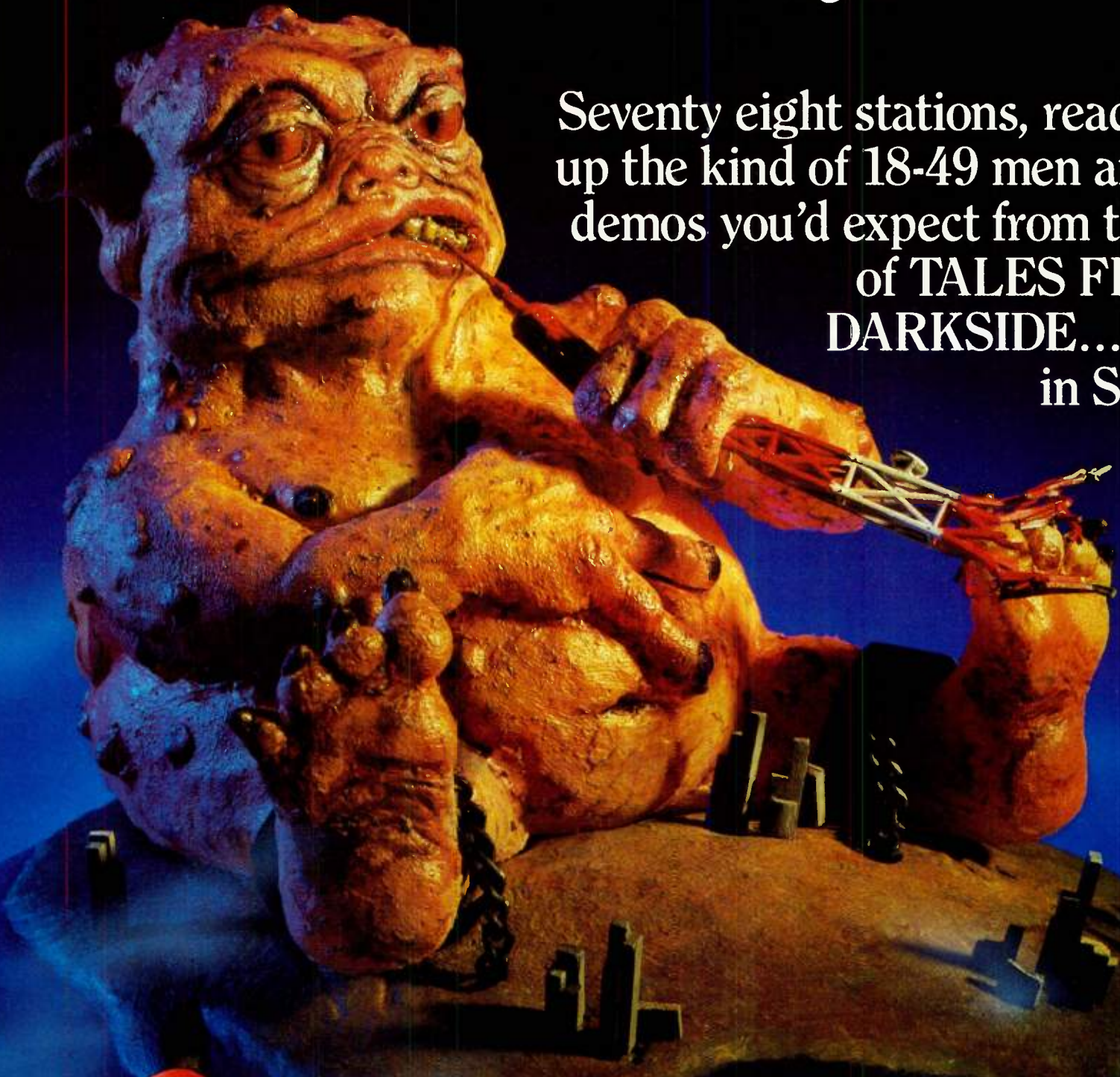
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# Wrestling gains firm hold in TV industry

(Continued from front cover)

Perhaps not surprisingly, WWF has built a state-of-the-art TV production center near its Stamford, Conn., headquarters.

The center is equipped with broadcast studios for live remote or taped feeds.

It also will make customized copies of WWF tapes 24 hours a day for local syndication markets.

WWF is not the only major player in the wrestling business.

In addition to a few regional wrestling organizations, the field includes The Wrestling Network, which carries the National Wrestling Alliance on nearly 200 TV stations, up from 70 stations a year ago.

"We're both going to stay in business for a long, long time and we're both going to make good money," says Jim Crockett, whose Jim Crockett Promotions in Charlotte, N.C., produces The Wrestling Network's matches.

While the casual observer might not detect much difference between either company's productions—aside from the more lurid, bloodier style of NWA matches—Mr. Crockett insists a distinction exists.

"We present it more as an athletic event where the WWF presents it more in a show-business style," he says. "They use dogs, birds, snakes, and we have more athletes in the ring."

The next new wrestling wrinkle U.S. TV viewers will see is a syndicated pro wrestling sitcom, "Learning the Ropes" featuring Lyle Alzado along with NWA performers.

Meanwhile, WWF is upgrading its syndication facility, using its new production facility to present a studio-based host, announcer Gene Okerland. The idea is to make WWF shows look more like network sports programs.

But even the giants of wrestling are not betting their entire future on weird men in tight trunks. Mr. Crockett is planning some non-wrestling action-adventure films; WWF is contemplating other wrestling programming, including a revival of a talk show like the "TNT" program that formerly ran on USA Network.

"We are very conscious of the fact that there can only be so much similar product on television," says Basil DeVito, WWF's senior vice president of marketing and promotion.

Still, for the foreseeable future at least, the focus remains on wrestling, which has, as they say, come a

long way since being launched as part of P.T. Barnum's sideshow attractions.

Wrestling eventually found its way to television, but as an essentially local attraction with more beef than pizzazz. Its rebirth as a national sport probably began with "Gorgeous George," a popular wrestler who blazed a trail on small TV screens in the 1950s.

Hulk Hogan and the other heirs to George Wagner's legacy have become celebrities in their own right.

While the money has changed—top WWF performers currently pull down up to \$10 million annually—the entertainment remains essentially unchanged. As for why wrestling, with its emphasis on good guys vs. villains, has become such a happening, the explanations vary.

"People want to be entertained,

**'It's like Morton Downey, only action instead of words.'**

—Tom Shales  
TV critic, Washington Post

they want to be grabbed, they want to have that two or three hours that is real high energy," says Basil DeVito, the WWF executive.

"I think that's what we provide, and I think that's the kind of entertainment for the '80s."

Says Tom Shales, the Washington Post's Pulitzer Prize-winning TV critic, "It's like Morton Downey, only action instead of words . . . TV is a medium that seems to thrive on simplistics."

"That's probably why Ronald Reagan was elected president. And it may be why wrestling has become so popular at the same time."

Even the academic community is wrestling with the wrestling question.

"Wrestling presents the conflict of good and evil in extremely simplistic, stereotyped terms," says Gerald Morton, English professor at Auburn University, who has written extensively about pro wrestling.

"The good guy you recognize immediately, or if you see an Arab, you know he's a bad guy. In a country that will buy Ronald Reagan and his simplistic view of international and national affairs, that country's going to buy and enjoy wrestling . . ."#



©1988 Titan Sports Inc. Photo by Steve Taylor



©1988 Titan Sports Inc. Photo by Tom Buchanan

Professional wrestling and television have become a compatible couple: Wrestling provides the TV industry with strong ratings, and TV helps wrestling promote its merchandising and ticket sales. The resulting riches have helped the World Wrestling Federation build a state-of-the-art TV production center (l.) in Stamford, Conn.

# Movie mogul's son moving into first-run syndication

By RICHARD MAHLER  
Los Angeles bureau chief

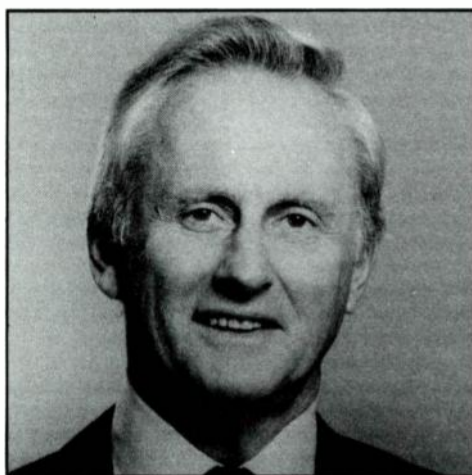
LOS ANGELES—The Samuel Goldwyn Co., one of Hollywood's most-specialized movie studios, is jumping into first-run syndication even though many larger syndicators are scaling back, selling out or mulling takeover bids.

Chairman Samuel Goldwyn Jr. is convinced the company can diversify its income base, even though its senior executives acknowledge that the syndication market is tougher than it's been in years.

Founded in 1922 by movie mogul Samuel Goldwyn for his production of "Ben Hur" and other classics, the firm today is known for making and distributing independent, limited-release "art" films, including "Hollywood Shuffle" and "A Prayer for the Dying."

Now, the younger Goldwyn is trying to carve a niche in first-run syndication with "Body By Jake," a personality-driven half-hour fitness strip that will air in most markets between 5:30 and 6:30 a.m.

The barter series, hosted by "fitness trainer to the stars" Jake Steinfeld and featuring guest celebrities, has been given a firm pro-



**SAMUEL GOLDWYN JR.**  
Expecting big things from "Body By Jake"

duction order following clearances on 55 stations serving 60 percent of U.S. TV homes. Stations that have picked up "Body By

Jake," set for a fall debut, include WNBC-TV in New York, KABC-TV in Los Angeles, WLS-TV in Chicago, WBZ-TV in Boston and KYW-TV in Philadelphia. To date, 26 of the top 30 markets have cleared the strip.

"We expect to get between a 1 and a 1.5 Nielsen rating (percentage of TV homes) with 'Jake,'" says Dick Askin, president of Samuel Goldwyn Television. "We've set our budget based on those assumptions."

Eventually, Mr. Askin hopes stations move the program to the 9 to 11 a.m. time period, continuing to hold three minutes for national advertisers.

The company doesn't want to remain a "niche player" for long, though. It has three other first-run projects in the works for 1989-90.

As a privately held firm, The Samuel Goldwyn Co. does not disclose financial details. But Mr. Goldwyn volunteered that the firm grossed \$42 million during 1987, adding that revenues and profits have increased every year since the company's founding 66 years ago.

Goldwyn has also entered network production. It recently co-produced, with Robert Halmi Productions, the April 27 "Hallmark

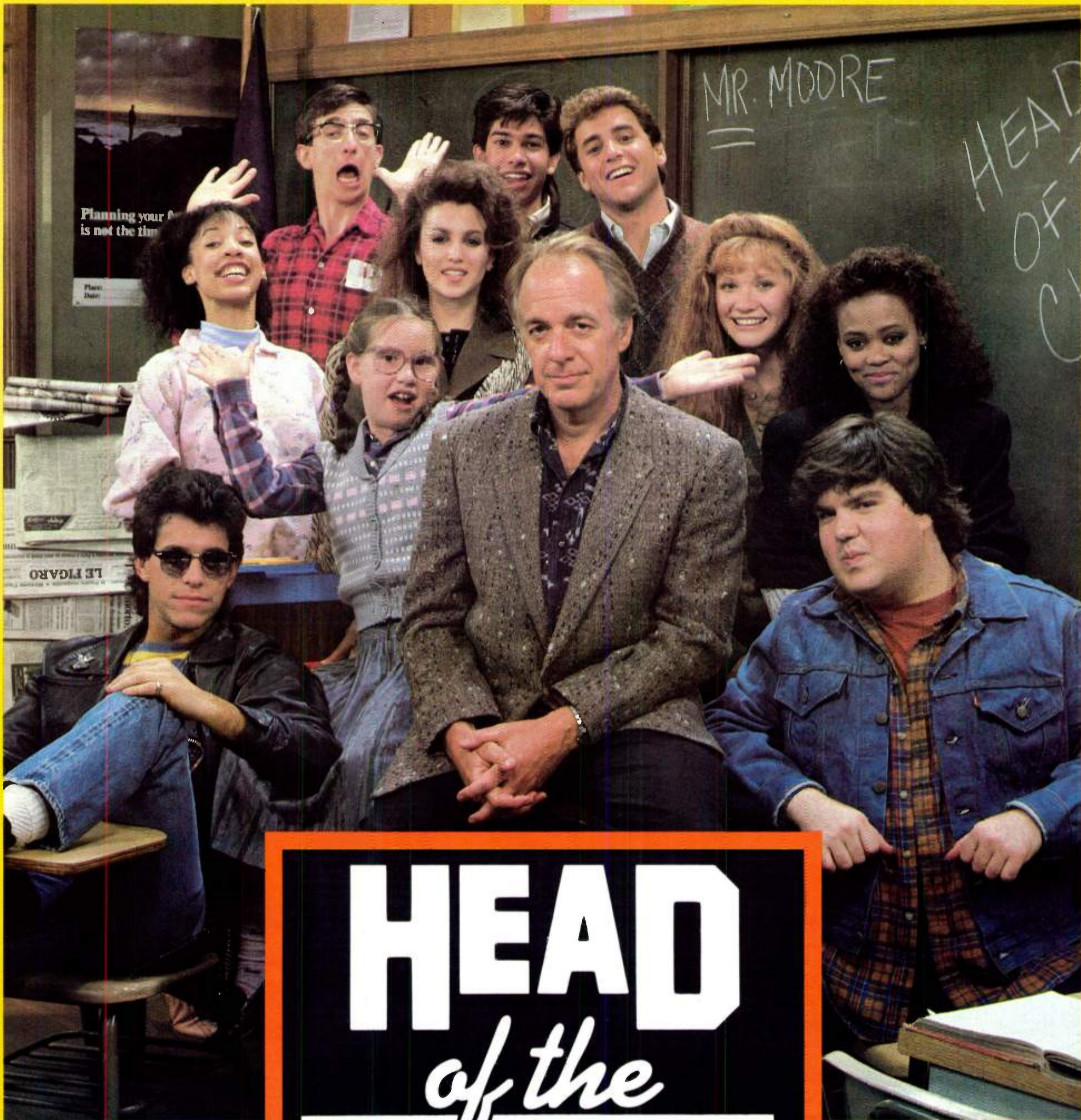
Hall of Fame" special on CBS, and Goldwyn is a partner with Steve Krantz on a CBS miniseries titled "A Long Way Home," starring Julie Christie.

The company will concentrate on long-form network product for the near term, in order to keep a consistent supply available for its syndicated movie packages and its overseas theatrical clients. This may take the form of co-ventures with overseas producers and investors, some of whom Goldwyn has already worked with in theatrical releases, including London-based Houston Films.

Goldwyn is facing a buyer's market in movie syndication that has softened prices in a number of cities. The pipeline is overflowing, creating a two-tiered situation consisting of top-dollar blockbuster packages "and everybody else," says Mr. Askin.

Goldwyn has sold its 2, weekend movie package, November Gold 2, in about 30 markets, including six of the top 10. Mr. Askin says a mid-year package, possibly smaller than the current 20-title "adventure" offering, will probably be introduced in 1989.

Last year at this time, Goldwyn's only TV (Continued on Page 24)



# HEAD *of the* CLASS



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# Industry's minority hiring record blasted

By ROBERT HOMAN  
Staff reporter

WASHINGTON—Minority participation in the broadcasting industry came under fire during a congressional hearing last week.

Rep. Mickey Leland, D-Texas, sponsor of a bill that would require the Federal Communications Commission to certify station compliance with minority employment rules each year, said the broadcasting industry's record of hiring minorities is "abysmal."

Rep. Leland said recent reports show that minorities are "either losing ground, stagnating or showing only marginal growth in broadcasting employment."

Rep. Cardiss Collins, D-Ill., another member of the telecommunications subcommittee, has introduced a bill that would codify FCC minority preferences, tax certificate and distressed sale policies.

In recent years, Reps. Leland and Collins, who are black, have criticized FCC deregulation and have advocated plans to increase minority participation in broadcasting and

cable.

At the hearing, Eddie Fritts, president of the National Association of Broadcasters, said his organization does not support a portion of Rep. Collins' bill that sets a percentage of minorities and women that must be employed at broadcast stations.

"We question whether legislation is needed," Mr. Fritts said. "Much of the substance of these bills already is incorporated in FCC regulations."

Mr. Fritts added that the NAB has been active in promoting minority participation in broadcasting through various programs and services, including its employment clearinghouse and BROADCAST, a small business investment capital that provides investment capital for minority station ownership.

Also at the hearing, FCC Chairman Dennis Patrick testified that employment of minorities in top broadcasting jobs increased slightly in 1987. He said the proposed legislation is unnecessary because the commission recently strengthened enforcement of its minority employment rules.

Mr. Patrick also mentioned that in February the commission found 11 TV stations in violation of commission rules on minority hiring. Those stations were required to submit periodic reports to the commission on the status of their equal employment programs.

Yet Rep. Edward Markey, D-Mass., chairman of the House telecommunications subcommittee, last week questioned whether imposing reporting requirements on those stations amounts to "sanctions."

"Reporting requirements really only are a way of ensuring that the stations are doing what they are supposed to be doing anyway," he said.

Rep. Markey also said that his staff's analysis of the commission's minority employment data actually shows a recent slight decrease in the number of blacks employed in top broadcasting jobs.

"It appears that the steady employment gains that minorities had been making in the broadcast industry from 1968 into the 1980s have begun to slow or decline," he said.

(Continued on Page 37)



REP. MICKEY LELAND  
Says industry's minority hiring "abysmal"



ABC's "China Beach," a midseason series about American women in South Vietnam during the war, has been warmly received by TV critics.

## 'China Beach' producer tells 'story of a generation'

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—For veteran Hollywood producer John Sacret Young, there's no such thing as too much Vietnam.

"It's the story of my generation," says the co-creator and executive producer of ABC's "China Beach," a well-received midseason series about American women stationed in South Vietnam during the height of the war there.

"It absorbs me and maybe even obsesses me," Mr. Young says. "I've written about it a number of times and probably will again," he adds, referring to the ABC miniseries "Rumor of War" that aired eight years ago and the unscheduled "Black Rainbow" miniseries he is writing for the same network.

"I feel that there's never going to be a 'Naked and the Dead' or a 'From Here to Eternity' about Vietnam," he says. "But what's important is that everyone's story gets told."

"No story is too small to tell about it; it's too important. We need to get them out there, growing like mushrooms if necessary, so that we won't forget or oversimplify that experience. It's too complicated. It's time for America to learn from this experience and not forget about it or ignore it."

Mr. Young is more than 500 pages into his script for the 14-hour ABC epic about the war's effect on a single American family, starting with the end of World War II in 1945. It was shortly after he began outlining that saga that Mr. Young met William Broyles Jr., whose 1986 book "Brothers In Arms" recounted the former marine's return to Vietnam two years earlier.

Mr. Broyles, a former editor at Newsweek, Texas Monthly and California magazines, abandoned his original idea of a three-camera taped sitcom about Vietnam's women in favor of the more realistic and "off-center" hour-long, filmed drama that his partner had in

mind.

"At that time, ABC was in third place and wanted to take chances," Mr. Young recalls of the network's 1987 approval of the Warner Bros. Television project. "They were cautious, and I think they were worried."

"But I also think they felt it was a good roll of the dice. I think they liked the idea of women (as leads), because they felt they could perhaps build a female audience."

**'It's time for America to learn from this experience and not forget about it or ignore it.'**

—John Sacret Young  
executive producer, "China Beach"

Messrs. Young and Broyles emphasized to the network that the mood of "China Beach" would sometimes be deadly serious, quickly adding that frequent despair would be balanced by other emotional extremes of joy, wonder and humor.

The program, which premiered on April 27 and began its regular run in the 10 p.m. (ET) slot the following night, focuses on several women working at an evacuation hospital and recreation center near Da Nang, South Vietnam.

The central characters include a burned-out Army nurse, a man-hungry backup singer, an officious USO director, a naive Red Cross volunteer and a cynical prostitute. Each week, the women are forced to come to grips with the harrowing circumstances of life near the front.

"It's a major, major series—a masterpiece, with great characters," says Newsday critic Marvin Kitman.

(Continued on Page 31)

# Lifetime expanding programming with off-network sitcoms

By JANET STILSON  
Staff reporter

NEW YORK—The Lifetime cable network ventured into new programming terrain with its purchase last week of two sitcoms that had short runs on broadcast networks.

Lifetime bought 14 episodes of "Foley Square," which was produced by CBS Entertainment and distributed by CBS Broadcast International, and 22 episodes of "Easy Street," a former NBC series which

starred Loni Anderson and is distributed by Viacom Enterprises.

The move is one of the first signposts that Pat Fili, the recently installed senior vice president of programming and production, is lending to Lifetime's schedule.

She's hoping the off-network sitcoms will "add a little lightness to the lineup."

Industry sources put the series' price tags in the \$10,000 to \$50,000 per-episode range, with "Easy Street" slightly more than "Foley

Square" because of Ms. Anderson's star power.

Lonnie Burnstein, associate program director at the TV rep firm Seltel, said the sales of these series to cable also benefit their distributors, because their short runs make them nearly impossible to distribute in broadcast syndication.

One reason for the relatively low cost is the glut of short-lived sitcoms that are available in rerun form. Ms. Fili said she screened about 40 shows that surfaced on

broadcast networks over the last four or five years before making the buys.

Two other cable networks are interested in sitcoms these days.

USA Network is looking for an off-network companion series for "Throb," the first-run production it has purchased from Worldvision Enterprises, while CBN Network has also expressed an interest in sitcoms during recent months.

Sitcoms could prove particularly valuable to female-oriented Life-

time because the format skews toward female demographics.

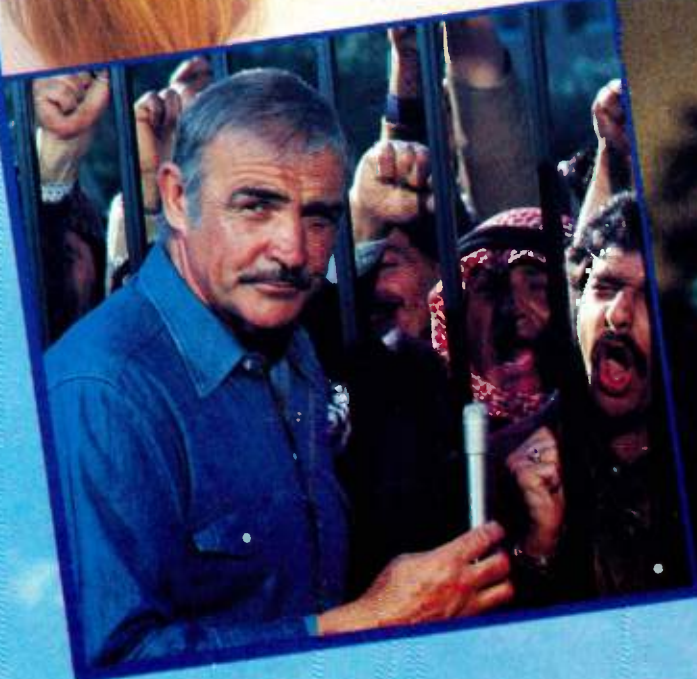
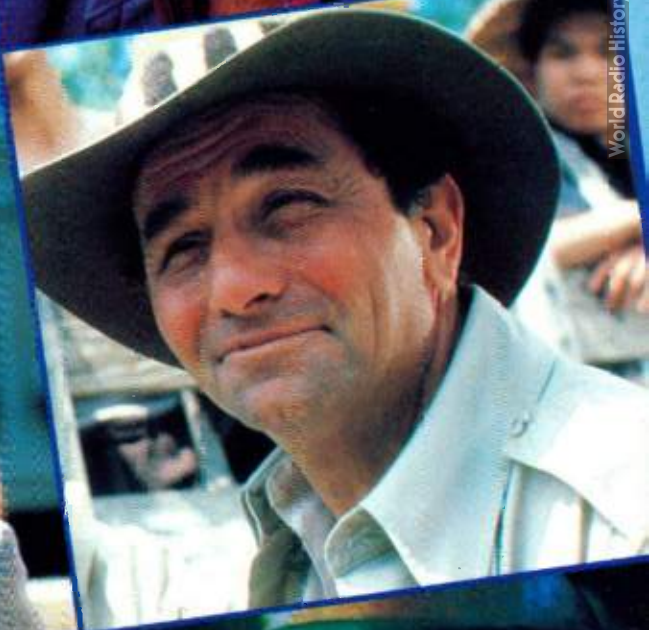
Lifetime will run "Foley Square" and "Easy Street" back-to-back in the midnight to 1 a.m. (ET) time slot on Monday through Thursday.

During July, the shows will run on Monday through Friday at 7 p.m. In addition, the sitcoms will air on Saturdays at 2 p.m. during both months.

"Foley Square" ran on CBS in 1985-86, and "Easy Street" appeared on NBC in 1986-87. #



P E G A S U S I



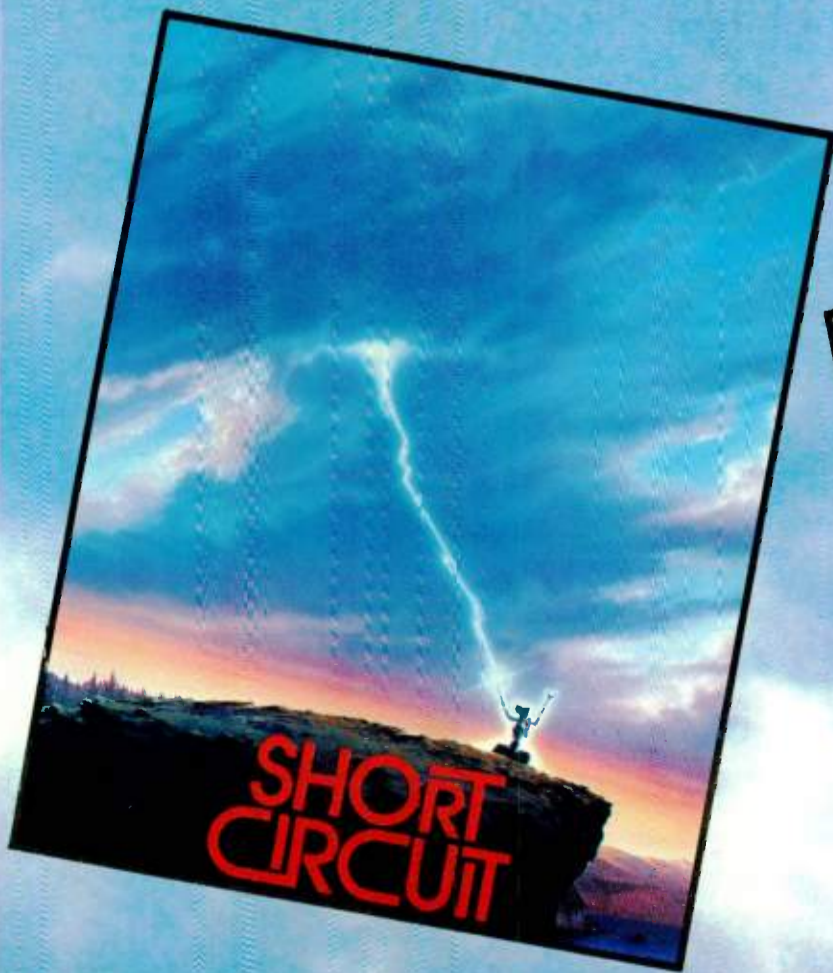
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# Panavision sharpens U.S. shows for Europe

By ERIC MANKIN

Special to ELECTRONIC MEDIA

Europeans are getting a sharper look at some U.S. TV shows, thanks to a new film/sound synchronization system from Panavision.

Traditionally, U.S. shows have been filmed, edited for U.S. TV on tape and then transferred once more to the European broadcast standard, which can reduce picture quality.

The new French-developed system, called Panavision AatonCode, speeds and simplifies editing and transfers from film to video, making it easy to prepare an edited version of a show for European broadcasters.

"For an editor, this is having my cake and eating it too," says Matthew Knox, vice president of post-production at Lorimar Television. "The convenience of electronic editing is eating the cake. Having it too is not having to sacrifice the quality of cutting negative for a final print."

Lorimar used AatonCode extensively this past season in producing "Dallas," "Falcon Crest" and "Knots Landing."

For now, the only productions that can get any economic advantage from it are TV shows shot for both the European and U.S. markets, says Panavision's Moe Shore, director of special products for the Hollywood-based motion picture equipment manufacturer.

The new system uses a clock system to label every frame of film and every inch of sound tape with a permanent notation of the exact real-time moment of exposure for film or recording for tape.

Use of a clock system isn't new—the Swiss-built Nagra tape recorders, standard equipment in professional film making, have used such a system for time-labeling soundtracks.

But AatonCode—originally developed by Jean-Pierre Beauviala of Panavision's French Aaton 16mm camera manufacturing subsidiary—has added to the Nagra base.

Panavision has built a clock into the Aaton-Code camera and time-labels the film as it is exposed.

The final link is the addition of a separate



Lorimar used Panavision's new AatonCode system this past season to produce "Knots Landing," with Constance McCashin (l.) and Michele Lee.

"master clock" unit. This device synchronizes the camera clock and the tape-recorder clock once or twice during the day's shooting.

These time notations on the film and tape are accurate to within one part in 1 million and are legible to both human editors and optical character readers.

They make it possible to synchronize the film and soundtrack automatically in the editing room.

This process is normally done by manually

lining up the frame of film showing the image, for example, of a bell's clapboard striking with the section of recording tape containing the noise of the impact.

For television productions, which shoot on film because of its higher image quality but then transfer the film images to videotape for editing and eventual presentation, AatonCode offers several advantages, says Mr. Shore.

First, the routine daily process of transferring the day's shooting from film to video is

speeded up. Mr. Shore says it's one-third faster, while Mr. Knox estimates it at one-fourth to one-fifth.

"But financially, this is basically a wash," says Mr. Knox, explaining that the reduced cost of the transfer process is offset by the \$300-per-day cost of renting the system.

The real advantage, says Mr. Knox, comes late in the editing process.

For television presentation, programs are usually edited electronically in videotape form because it's quicker and easier than mechanically assembling pieces of film.

If the program is going to be presented only in North America, the final electronic edit can just be used directly.

If the program will be broadcast in Europe, however, there is an additional job to be done because European television uses a different video standard.

To achieve the highest quality, the image must be transferred directly from the original film to this standard, not indirectly—from film to North American then to European standard—which is what many U.S. producers do.

To do this, editors normally go back to the negative of the original film, physically cut the negative to correspond to the electronic edit, and then make the transfer from the cut negative to European standard—almost the equivalent of having to edit twice.

Using AatonCode and advanced videotape editing machines, the previously tedious job of preparing a list of just what piece of negative is required in what order (an "edit decision list") can be done automatically.

According to Mr. Shore, in addition to the Lorimar shows, the Panavision system was used in one episode of Universal's "A Year in the Life," and for Paramount's new "Star Trek: The Next Generation," as well as for some independent productions.

Mr. Shore said that "numerous" other producers have expressed interest in using the system in the upcoming production season.

Arriflex, the big European producer of 35mm cameras and lenses, has a similar system under development. #

## Satellite encryption contract set

General Instrument Corp. recently received a long-term supply contract valued at \$100 million from British Satellite

### TECHNOLOGY BRIEFS

Broadcasting Ltd. to provide its VideoCipher satellite encryption equipment for Britain's first direct-to-broadcast Ku-band subscription TV service.

Zenith Electronics recently introduced a new automatic telephone dialer for impulse pay-per-view use and its first non-addressable cable converter. The IPPV auto-dialer is designed to work with automatic number identification systems, allowing the cable subscriber to place PPV orders through a remote control unit instead of the telephone. The new non-addressable RF converter, with 84-channel capacity, is designed for TV sets that are not cable-compatible.

Philips Consumer Electronics has unveiled an improved-definition television system that's compatible with the existing NTSC standards. The new IDTV system provides enhanced picture definition though non-interlace scanning. #

# NBC readies Olympic computer network

By RICHARD TEDESCO

Staff reporter

NEW YORK—When NBC Sports puts the finishing touches on its broadcast center for the Summer Games in Seoul, South Korea, personal computers will be tackling the Olympian task of coordinating the operation.

From tracking down a videotape to locating one of 1,100 production people working at the Sept. 15-Oct. 4 Summer Olympics, NBC will use 120 IBM personal computers to keep everything running smoothly.

While using a computer system in an Olympics production isn't a new idea, this is the first time a U.S. TV network will use a personal-computer network to coordinate so much of the operation.

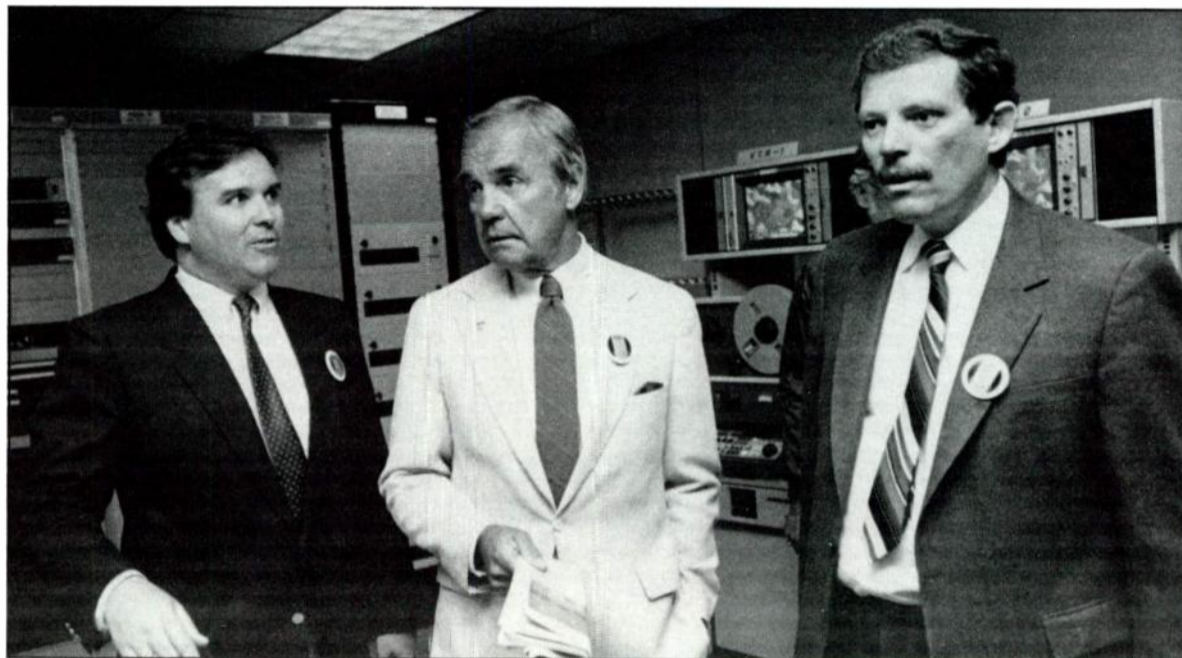
NBC decided to take this approach because most people are familiar with personal computers, says Irene Nesbit, president of Nesbit Systems, the company that designed the system for NBC.

"People know how to use PCs. We don't have to retrain everyone," Ms. Nesbit says, pointing out that logging onto mainframe computers can be both time-consuming and "fairly forbidding."

NBC says the PC system is also cost-efficient, although the network wouldn't discuss costs.

Another feature of NSI's design is that it second-guesses technical glitches by providing for immediate backups if a problem develops at a particular work station.

NBC's Olympics staff will have access to a variety of information stored in the system, depending on their needs. The system will aid in work scheduling, tracking and ap-



Getting ready for Olympic production, NBC's Terry Ewert (left), coordinating producer of the Olympics; Dick Enberg (center), who will handle play-by-play for gymnastics and basketball; and Ken Aagaard, vice president of Olympic operations, look over the International Broadcast Center in Seoul, South Korea.

proving press credentials and handling logistics for the more than 1,500 NBC guests in Seoul.

Beyond the day-to-day details, the system will also handle crucial aspects of the television production.

The PC network in Seoul will provide a system for logging 20,000 videotapes, including existing tapes used during the Games and new ones that are created there.

Approximately 500 NBC staff members will be able to use that single application, says Ken Mi-

chielsen, NSI projects director.

A MicroVax unit will provide research text retrieval for background information on athletes through a link to three Novell file servers.

Assistants to on-air announcers can quickly access information at any point during the broadcasts from the Olympic venues.

Personal computers will also be linked to teleprompter equipment, so scripts can be prepared at appropriate workstations on the computer terminals.

NSI started designing the Olympics systems two years ago. It wanted to create a single, cohesive system that could satisfy all of NBC's information requirements.

This initial conceptual work led to the PC solution to NBC's complex logistical problems in its state-of-the-art broadcast center.

Any skepticism about the approach has been dispelled so far, says Ms. Nesbit. "Now they like it and they want more stuff added," she says of the NBC staff. #



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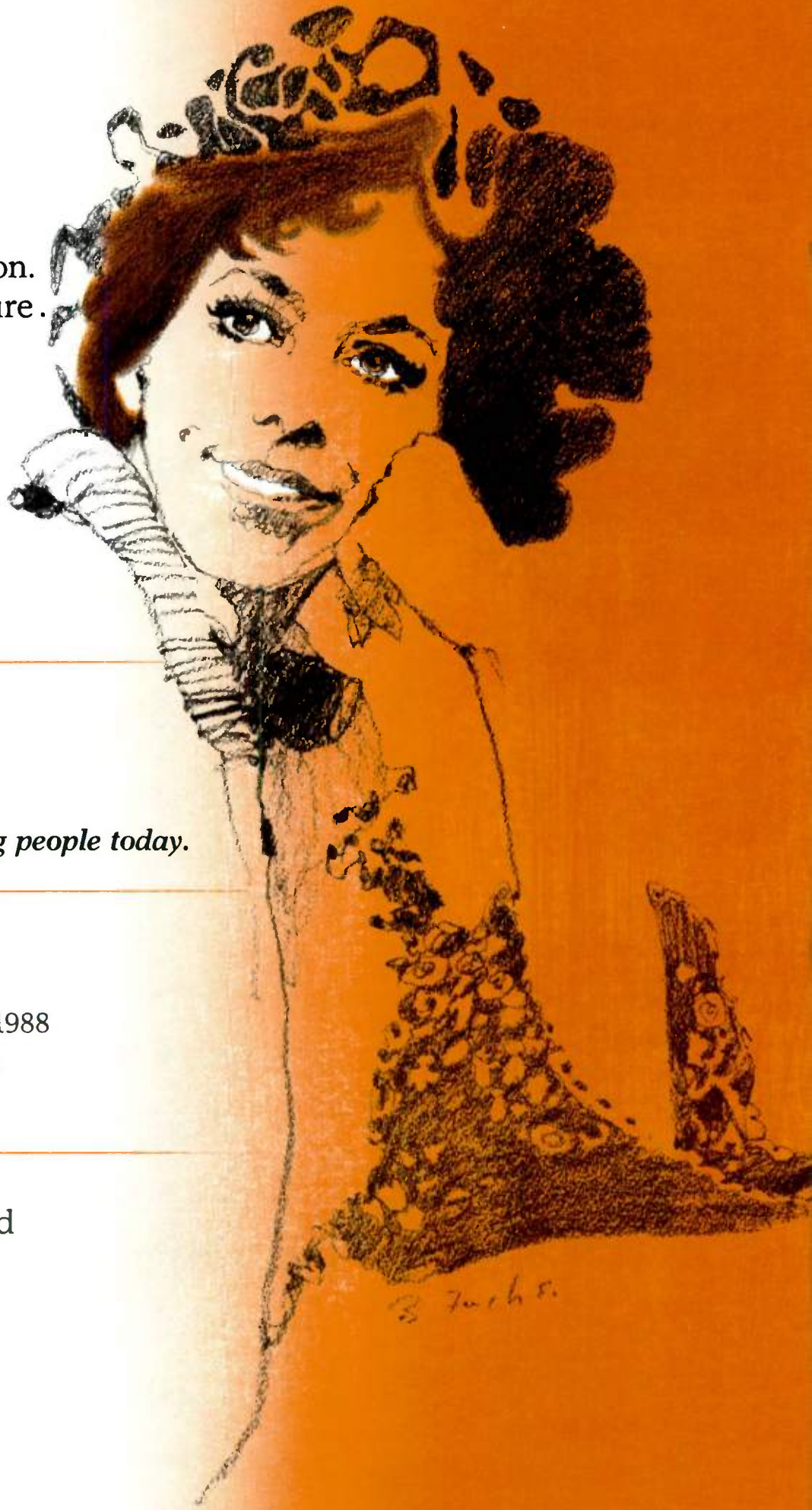
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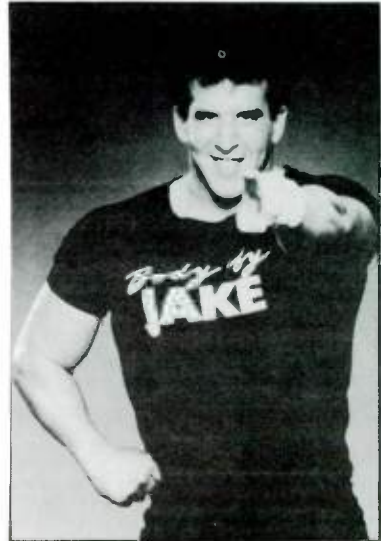
# Movie company moving into first-run

(Continued from Page 16)  
presence was a "classic" syndicated film package.

Mr. Goldwyn mirrors his father's independence, which manifested itself in the 1930s and 1940s in the elder Goldwyn's insistence on working alone, financing his own movies and hand-picking the writers, directors and stars.

"At one point (about five years ago), our TV sales were 50 percent of the gross of our company's business," says the 62-year-old executive, who produced ABC's Academy Awards telecast in April for the second year in a row.

"We have flirted with things and did a couple of pilots a while ago that did not sell, but it was not well organized. The view from the top has been to get a quality show on the air that will run, whatever that niche may be. We decided a year ago



"BODY BY JAKE"

Cleared on 55 stations so far

that we had to create a separate division to do it right."

Mr. Askin, senior vice president of distribution at Fries Entertainment, was brought aboard in May 1987, followed by Ray Solley, the former development chief for the CBS-owned stations who is now vice president of development. The team has opened Atlanta and Chicago sales offices and has added a sales representative in New York.

"A company of our size has to run much faster than larger companies," says Mr. Askin. "We have to be much more aggressive; we have to keep on pumping to make it all work."

Media analyst Alex Ben Block, editor of Show Biz News, says the Goldwyn first-run strategy makes sense "from the corporate point of view. But it may not make sense from the marketplace point of view."

Mr. Block says it's in Goldwyn's interests to go into first-run syndication because it could provide a consistent revenue source and build up asset values. But the firm's success, he notes, has been as a specialized marketer of movies, filling a gap left when major studios vacated the "art film" business several years ago. That market dominance could be damaged if Goldwyn's focus is diluted too much.

As home video becomes a more hit-oriented business, he adds, companies like Goldwyn are finding it harder to tap into the enormous revenue stream generated by movie sales and rentals. Goldwyn is aggressively marketing its home video product through distribution agreements with Embassy Home Entertainment and Virgin Video.

He says Goldwyn is also diversifying via cable, talking with The Disney Channel about doing some original production and continuing

its "Samuel Goldwyn Presents" series for the Arts & Entertainment Network.

"This company has never had an unprofitable year," asserts Mr. Goldwyn, "even in our television di-

vision. If you survive and keep growing, you eventually have hits."

A "top priority," says Mr. Goldwyn, is to acquire one or more undercapitalized syndication and production firms. His company has

looked at a "half-dozen" during the past year and is discussing such a deal now, but so far hasn't made any commitments.

The company has allocated \$10 million for movie acquisition for

syndication, according to Mr. Askin.

"Even an idiot will sooner or later have a hit in this business if he survives long enough," concludes Mr. Goldwyn. "The trick is not to expect it to happen overnight." #



# CBS denied access to Soviet's Afghan pullout

By **DIANE MERMIGAS**  
Senior reporter

CBS News last week was denied access to the ceremonial kickoff to the departure of Soviet troops from

Afghanistan, presumably because of the network's heavy coverage over the years of the plight of rebel forces there.

In fact, a study commissioned by the U.S. Congress was released se-

parately that concluded that CBS's evening newscast provided the most coverage of Afghanistan over the past two years, while all three broadcast networks increased their focus during that time.

The 70-page report, prepared by the Congressional Research Service, acknowledges the difficulties that the networks have had gaining authorized entrance to Afghanistan during the eight years of war.

The local government and the Soviets have allowed only limited coverage by American TV networks since first ordering Western journalists out of the country shortly after Soviet troops invaded the country in January 1980.

Rare press visits into the country have been tightly supervised.

The most recent such visit, before the announced Soviet withdrawal from Afghanistan, was last December by CBS News correspondent Mark Phillips.

However, CBS perhaps has been most aggressive of the three networks in gaining illegal entry to the country to report on the war while accompanying Afghan guerrillas—an activity that continually put the lives of journalists at risk, the CRS study said.

Officials from each of the network news organizations said they would have preferred to have provided "greater coverage of Afghanistan developments" but were "seriously handicapped in doing so by a lack of reliable information" from inside the country, primarily because of their inability to report from the scene.

Such was the case again for CBS News on May 16 when it was relegated to using Western pool film coverage provided by British and West German broadcasters of the ceremony marking the withdrawal of Soviet forces.

CBS News executives said the only thing missing from the network's coverage of the day's events May 16 was "an on-camera presence."

In an interview, Don DeCesare, foreign editor for "The CBS Evening News," said: "All of the networks have been blocked from the country at one time or another. But this was the first time that CBS News had been singled out so clearly.

"The Soviets simply let us know it would not be convenient at this time to have any of our people there for first-hand coverage of the ceremonies."

He continued, "We suspect the reason was the extensive coverage we have given to the other side in this conflict.

"But often times, that's been the only side we've had sufficient access to. We know that kind of coverage has not sat well with the regime in Kabul or with the Soviets," Mr. DeCesare added.

CBS News did not protest last week's action, according to Mr. DeCesare.

"We'll try again next week to open up a channel again with them and gain access again," he told ELECTRONIC MEDIA.

Meanwhile, the CRS study concludes that the networks' evening newscasts each devoted more air time to stories about the conflict in Afghanistan in 1986 and 1987 than they had in any year since 1980.

The CRS study cites various news events that led to increased coverage.

Also, another contributing factor was CBS's decision to treat the military struggle as a continuing story meriting prominent, periodic coverage on the evening news, the study states.

The study says that CBS's 55.2 minutes of Afghanistan "focus" coverage presented in 1986 was the highest annual total by a network since 1980, when each of the three networks devoted at least 200 minutes to evening news coverage of the conflict.

ABC's "World News Tonight" presented 19.7 minutes of news focusing on the Afghan conflict in 1986.

The annual total that year for "The NBC Nightly News" was 28.8 minutes, according to the report. #

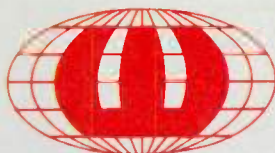
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## WHO'S NEWS

## Broadcast TV

**Buzz Floyd** to vice president and general manager, KNMZ-TV, Sante Fe, N.M., from program director, KVBC-TV, Las Vegas, Nev.

**Jeff Evans** to vice president and general manager, WFFT-TV, Fort Wayne, Ind., from general manager.

**Ian Gordon** to head of the television packaging department, William Morris Agency, London, from independent producer, "Shadow on the Sun," CBS.

**Wendy Ferren** to director of pay television, Walt Disney Television Division, Burbank, Calif., from manager of pay television sales and administration.

**Randy Swanson** to business manager, WGBO-TV, Chicago, from vice president and general manager, for Fox Television stations WFLD-TV, Chicago, and KRIV-TV, Houston.

**Ray Borelli** to administrator of sales planning and pricing, NBC Television, New York, from analyst of sales planning and pricing with the network.

**Kathy Lansing** to business manager, WDIV-TV, Detroit, from director of administration, Unistrut Corp., Wayne, Mich.

**Tom Yaroschuk** to producer, "Talk of the Town," WNEV-TV, Boston, from assistant program producer, "Good Day," WCVB-TV, Boston.

**Doug Parker** to director of programming and public service, WSYX-TV, Columbus, Ohio, from program manager, WTAJ-TV, Altoona, Pa.

## Cable TV

**Steven Bornstein** to executive vice president of programming and production, ESPN, Bristol, Conn., from senior vice president of programming and production.

**Joseph Taussig** to president, Data Broadcasting, Washington, from president, CableTek, Lexington, Ky.

**Peter Goohis** to vice president of the Western region, Turner Cable Network Sales, Atlanta, from director of the Western region. Also at the company, **Wes Hanemayer** to vice president of direct broadcast sales from director of direct broadcast sales and operations; and **Robert Thalman** to vice president of marketing from director of market-



**JEFF EVANS**  
WFFT-TV, Fort Wayne



**IAN GORDON**  
William Morris Agency



**WENDY FERREN**  
Walt Disney Television



**STEVEN BORNSTEIN**  
ESPN



**JOSEPH TAUSSIG**  
Data Broadcasting



**MIKE CRISPINO**  
WLVI-TV, Boston



**MICHAEL ZUCKER**  
Columbia Pictures TV



**LEONARD FELDMAN**  
TvB

ing.

**Carolyn Reynolds** to director of performing arts programming, Arts & Entertainment Network, New York, from free-lance writer.

**Michael Capes** to director of public relations, Lifetime, New York, from director of public affairs. Also, **Meredith Wagner** to director of public affairs from manager of public affairs.

**Douglas Holloway**, vice president of national accounts and affiliate relations, USA Network, New York, has been honored by the National Association of Minorities in Cable with their affiliate relations award.

## Journalism

**Mary Murphy** to field correspondent, "Entertainment Tonight," Los Angeles, from national staff writer, TV Guide, Los Angeles.

**Ann Abernethy** to West Coast correspondent, "USA Today: The Television Show," Los Angeles, from co-host, "The Morning Show," WABC-TV, New York and contributing correspondent, "Entertainment Tonight."

**Mike Crispino** to sports director

and principal sports anchor, WLVI-TV, Boston, from sports director and weekday anchor.

**Kent Wainscott** to reporter, WISN-TV, Milwaukee, from reporter, WDTN-TV, Dayton, Ohio.

**Elizabeth Ikard** to co-anchor KADY-TV, Oxnard, Calif., from anchor and medical reporter, KHGI-TV, Kearney, Neb.

**John Ydstie** to economics correspondent, National Public Radio, Washington, from executive producer of NPR's "Morning Edition."

**Christina Penza** to producer and weekend manager, KNBC-TV, Los Angeles, from producer, "Today in L.A."

**Abbie Kearse** to music correspondent, Westwood One's Source radio network, New York, from air personality, WBAB-FM, Long Island, N.Y.

## Radio

**Bob Chambers** to vice president and national sales manager, ABC Radio Network, New York, from vice president of special program sales. Also, **Martin R. Damin** to sales manager of special programming from account executive; **Vincent J.**

**Daraio** to New York sales manager from account executive; **Susan Love** to New York sales manager from account executive; **Allen Bestwick Jr.** to manager of entertainment programming from director of affiliates, Motor Racing Network, Daytona Beach, Fla.; and **Linda DeVito** to manager of research from senior research analyst.

**Andrew Giangola** to executive editor, the Radio Advertising Bureau's monthly magazine, Sound Management, New York, from editor.

**Dick Brennan** to executive producer, Westwood One's Talknet, New York, from producer, Talknet's "Bruce Williams' Show."

**Steve Garvey, Bob Gibson and Tom Seaver**, all former Major League baseball players, have joined CBS Radio Sports as announcers for CBS Radio Network's "Game of the Week" major league baseball broadcasts.

## Syndication

**Meyer Gottlieb** to president and chief operating officer, Samuel Goldwyn Co., Los Angeles, from senior vice president.

**Michael Zucker** to senior vice

president of marketing, Columbia Pictures Television, Burbank, Calif., from vice president of marketing.

**Paul Greiffinger** to Western sales manager, Fox/Lorber Associates, New York, from account executive. Also, **Robert Miller** to Eastern sales manager from account executive.

**Bill Paolantonio and Earl Durham** to supervising producers, "On Trial," Los Angeles, from supervising producers, "The 'That's Incredible' Reunion," Los Angeles.

## Other

**David Pierce** to senior vice president sales and marketing, New World Video, Los Angeles, from vice president of sales and marketing for the company.

**Andrew C. Governali** to vice president of tax planning and administration, Capital Cities/ABC, New York, from director of taxes. Also, **John D. Sullivan** to director of taxes from assistant director.

**Alan Perper** to vice president of marketing, Paramount Home Video, Los Angeles, from national director of product marketing, Warner Elektra Atlantic Corp., Burbank, Calif.

**Greg Johnson** to vice president of corporate development, Vestron, Stamford, Conn., from executive director of corporate development. Also, **John Eastburn** to vice president of corporate development from executive director of corporate development.

**Donna Carolan** to vice president of creative affairs, Joseph Feury Productions, Los Angeles, from associate director movies for television, CBS-TV, Los Angeles.

**Harley Park**, vice president and chief financial officer of Beasley Broadcasting Group, Goldsboro, N.C., has been elected president of the Broadcast Financial Management Association.

**Jack Riley** to vice president, The Superstar Connection, Tulsa, Okla., from director of consumer satellite services.

**Candace Farrell** to president of Sandollar TV, Los Angeles, from vice president of marketing, ABC Entertainment, Los Angeles.

**Leonard Feldman** to director of survey research, Television Bureau of Advertising, New York, from director of affiliate research, ABC Television, New York.#

## Industry donations boost Rep. Markey's coffers

By **ROBERT HOMAN**  
Staff reporter

WASHINGTON—Being chairman of the House telecommunications subcommittee apparently doesn't hurt when it comes to raising campaign funds.

Rep. Edward Markey, D-Mass., chairman of the House subcommittee that handles broadcasting, cable television and telephone industry matters, raised more than \$398,000 in campaign contributions from January 1987 through March 1988, according to records from the Federal Election Commission.

Although Rep. Markey is running unopposed and doesn't accept contributions from political action committees, he ranks 30th among the 435 House members for total campaign money raised in 1987 and early 1988, according to the FEC.

At the same time, he ranks 10th in the House in terms of contributions from individuals.

Executives from various cable interests are heavily represented among Rep. Markey's cam-

aign contributors. They include, for example, Jim Mooney, president of the National Cable Television Association, \$500; Bob Thomson, vice president of government affairs, Tele-Communications Inc., \$250; and Marshall Cohen, vice president for corporate affairs and communications at MTV, \$1,000.

Other individual contributors include Eddie Fritts, president of the National Association of Broadcasters, \$1,000; Jack Valenti, president of the Motion Picture Association of America, \$500; as well as executives from the three major networks.

Larry Rasky, an aide to the congressman, said Rep. Markey "does not believe that the institutional muscle represented by PAC money should be part of the campaign finance process. If an individual wants to reach into his pocket and show support, then that's fine."

But Mr. Rasky added, "We have no interest in anyone who thinks his campaign contribution can have any sway over the congressman's feelings or actions."

Under federal law, individuals are limited to contributions of \$1,000 per election per candidate.

Also, House members elected before 1980 may use their campaign money for "any lawful purpose," including personal use. Rep. Markey was elected in 1976.

However, from January 1987 to March 1988, Rep. Markey's campaign committee spent less than \$23,000 from the campaign chest, which has more than \$435,000 in it.

Mr. Rasky said a lot of the money was raised last year when it appeared that Rep. Markey could have faced a challenge for his seat. He said it will be saved for a time when the congressman faces a serious campaign challenge.

Rep. John Bryant, D-Texas, and Rep. Mickey Leland, D-Texas, who are also members of the House telecommunications subcommittee, ranked 24th and 28th in 1987-88 total campaign receipts, respectively. Rep. John Dingell, chairman of the House Energy and Commerce Committee, ranked 37th, according to the FEC.#



**REP. ED MARKEY**  
Running unopposed

# "Let's Talk Launch Promotion"



Learning The Ropes is a first-run situation comedy about a high school vice-principal and single parent who moonlights as a professional wrestler. Lyle Alzado, former All-Pro football defensive end, stars as a tough and tender father of two very independent teenagers who learn to live with their dad's secret identity.

Fall '88 Premiere/Barter  
Still available in select markets.

Robert Halmi Inc.

P R E S E N T S

## Learning the ROPES

"Along with the intense cross-promotion you get from the national 10.7 rated **Wrestling Network**, you'll see. . .

- A national publicity campaign to build curiosity and awareness!
- A national radio campaign to drive sampling!
- A national TV guide and listing campaign!
- A major national consumer promotion driven by advertiser dollars!
- A national co-op audience promotion on cleared stations to gather the built-in 25 rated wrestling audience!
- Fully customized station promos!

. . . call for clearance and promotion scheduling in your market."

*ActionMediaGroup*

Nancy Dixon Larry Scott JC Whitted  
(212) 724-2776 or (212) 207-8355

## CALENDAR

## May

May 23-June 24, **1987 Peabody Awards exhibition**, Museum of Broadcast Communications, Chicago. Information: Dottie Jeffries, 312-987-1500.

May 24, **Hollywood Radio and Television Society** newsmaker luncheon featuring Gene Jankowski, president, CBS/Broadcast Group, Beverly Wilshire Hotel, Los Angeles. Information: Oliver Crawford, 818-769-4313.

May 24, **Does Television Elect the President?**, forum sponsored by the New York Chapter of the National Academy of Television Arts and Sciences, moderated by Sander Vanochur, anchor and correspondent, "Business World," ABC News. New York Hilton, New York. Information: Debby Feldstein, 212-765-2450.

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

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

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

May 24, **Two seminars with Carol Burnett**, in conjunction with The Museum of Broadcasting's exhibition *The Many Worlds of Carol Burnett*, Equitable Theater, New York. Information: Letty Aronson, 212-752-4690.

May 24-27, **1968 television screenings**, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

May 24-May 31, **Broadway Musicals on Television** screening series, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

May 25, **Cable Pursuit '88—The Game Show**, Philadelphia Chapter of Women in Cable, Valley Forge Convention Center, Valley Forge, Pa. Information: Liz Bacon, 215-293-8681.

May 26, **Edward R. Murrow Brotherhood awards luncheon**, sponsored by the Cinema/Radio/TV Unit of B'nai B'rith, Marriott Marquis Hotel, New York. Information: David Cohn or Murray Horowitz, 212-686-3199.

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

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

## June

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

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

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

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

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

June 7-8, **Garrison Kellor seminars**, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

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

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

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

June 10-12, **Economics of Urban Poverty and Welfare**, conference for journalists, co-sponsored by the Foundation for American Communications, Ford Foundation and Chicago Tribune, in association with Illinois Press Association, Indian Lakes Resort, Bloomingdale, Ill. Information: Dale Shaps, 213-851-7372.

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

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

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

June 13-15, **Managing the Wave of Change**, Cable Television Association of Maryland, Delaware and the District of Columbia annual spring meeting, featuring guest speaker, Rod Thole, chairman, Cable TV Administration and Marketing Society, Sheraton Fontaine-Bleau, Ocean City, Md. Information: Charlie Ross or Susan Hollis, 301-268-2721.

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

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

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

## Major events

## BPME/BDA

Los Angeles ..... June 8 to 11  
Information: Pat Evans, 717-397-5727.

## CTAM 88

Boston ..... July 31 to Aug. 3  
Information: Christina Nelson, 202-371-0800.

## VSDA

Las Vegas ..... Aug. 7 to 11  
Information: Doris Robin, 609-596-8500.

## Radio '88

Washington ..... Sept. 14 to 17  
Information: Hilda Jannesson, 202-429-5353.

## MIPCOM

Cannes, France ..... Oct. 12 to 16  
Information: Barney Bernhard, 212-967-7600.

## TvB annual meeting

Las Vegas ..... Oct. 17 to 19  
Information: Lee Barney, 212-486-1111.

## INTV

Los Angeles ..... Jan. 4 to 8  
Information: Sheila Jefferson, 202-887-1970.

Heck, 800-232-3131.

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

June 28, **Technical seminar** sponsored by the Hudson Valley Chapter of the Society of Cable Television Engineers, Holiday Inn, Kingston, N.Y. Information: Wayne Davis, 518-587-7993; or Bob Price, 518-382-8000.

## July

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

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

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

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

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

July 14-16, **Channel for Change**, National Federation of Local Cable Programmers 11th annual national convention, Hyatt Regency Hotel, Tampa, Fla. Information: Sue Miller Buske, 916-456-0757.

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

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

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

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

July 25, **Synditel**, syndication's annual press preview of first-run TV programming with the Television Critics Association, Registry Hotel, Los Angeles. Information: Richard Quinn, 213-653-3900.

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

## August

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

Robin, 609-596-8500.

Aug. 15-18, **Republican National Convention**, New Orleans Superdome, New Orleans. Information: Nadeen Wong, 202-863-8866.

Aug. 16, **Oklahoma Cable Television Association Convention**, Marriott Hotel, Oklahoma City. Information: Steve Lowe, 405-943-2017.

Aug. 23-27, **Wyoming Cable Television Association** annual convention, Jackson Hole Racquet Club, Jackson Hole, Wyo. Information: Mike Ross, 307-742-8258.

## September

Sept. 6-9, **Fourth Pacific International Media Market**, Old Sydney Parkroyal Hotel, Sydney, Australia. Information: Suzanne Wagner, 03-5009311.

Sept. 9-11, **Radio Sales University** sponsored by the Radio Advertising Bureau, Howard Johnsons Hotel, Boston. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

Sept. 14-16, **Dimensions 88**, the tenth annual international exhibition and conference for visual and graphic imaging technologies, Metro Toronto Convention Center, Toronto. Information: Peter Dixon, 416-536-4621.

Sept. 14-17, **National Association of Broadcasters Radio '88**, Washington Convention Center, Washington. Information: Hilda Jannesson, 202-429-5353.

Sept. 18-20, **Pacific Northwest Cable Communications Association 33rd annual convention**, Cavanaugh's Inn at the Park, Spokane, Wash. Information: Dawn Hill, 509-765-6151.

Sept. 20-22, **Satellite Communications Users conference**, commercial satellite trade show sponsored by Satellite Communications magazine, Las Vegas Hilton, Las Vegas, Nev. Information: Kathy Kriner, 313-220-0600.

Sept. 24, **Radio-Television News Directors Association** region 1 conference, Marriott Hotel, Portland, Ore. Information: Bill Swing, 503-222-9921.

Sept. 27-29, **Great Lakes Cable Expo** hosted by the Michigan Cable TV Association, Cobo Hall, Detroit. Information: Stephen Smith, 517-351-5800.

Sept. 28-29, **Urban Markets: Directions for the 90s**, seminar sponsored by the National Cable Television Association and the National Association of Minorities in Cable, Waldorf-Astoria, New York. Information: Ann Dorman, 202-775-3690.

## October

Oct. 6, **General membership meeting for the Caucus for Producers, Writers & Directors**, Chasen's, Los Angeles. Information: David Levy, 213-652-0222.

Oct. 9-11, **Throw Your Hat in the Ring—Face the Competitive Challenge**, Women in Cable management conference, Swiss Grand Hotel, Chicago. Information: Rhonda Christenson, 815-962-4400, or Joan Gundlach, 312-256-6740.

Oct. 12-16, **MIPCOM**, Palais de Festival, Cannes, France. Information: Barney Bernhard, 212-967-7600.

Oct. 13-14, **Alaska Broadcasters Association** 24th annual convention and engineering conference, Hotel Captain Cook, Anchorage, Alaska. Information: Theda Comstock. Information: 907-258-2424.

Oct. 13-15, **Sterling Institute Managing Sales Performance for Local Sales Managers** sponsored by the Television Bureau of Advertising, Bally's, Las Vegas. Information: Lee Barney, 212-486-1111.

Oct. 15, **Radio-Television News Directors Association** region 12 conference, Sheraton Centre Hotel & Towers, New York. Information: Rob Sunde, 212-887-4138.

Oct. 15-19, **Society of Motion Picture and Television Engineers** 130th technical conference and equipment exhibit, Jacob K. Javits Convention Center, New York. Information: Anne Cocchia, 914-761-1100.

Oct. 17-19, **Television Bureau of Advertising Annual Membership Meetings**, Bally's, Las Vegas. Information: Lee Barney, 212-486-1111.

Oct. 18-19, **Broadcast Credit Association credit seminar**, Omni Netherland Plaza, Cincinnati. Information: Mary Ghiselli, 312-296-0200.

Oct. 20-21, **Broadcast Financial Management Association and Broadcast Credit Association** board meeting, Omni Netherlands Plaza, Cincinnati. Information: Mary Ghiselli, 312-296-0200.

Oct. 21-23, **Radio Sales University** sponsored by the Radio Advertising Bureau, Stouffer Hotel, St. Louis. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

Oct. 25-28, **Community Broadcasters Association** conference and exhibition, Caesars Palace, Las Vegas, Nev. Information: Eddie Barker, 800-225-8183.

## November

Nov. 4-6, **Radio Sales University** sponsored by the Radio Advertising Bureau, Hyatt, Kissimmee, Fla. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

Nov. 13, **General membership meeting and dinner dance for the Caucus for Producers, Writers & Directors**, Chasen's, Los Angeles. Information: David Levy, 213-652-0222.

Nov. 21, **1988 International Emmy Awards gala**, Sheraton Centre Hotel, New York. Information: Victoria Fahn, 212-308-7540.

## January

Jan. 4-8, **Association of Independent Television Stations** convention, Century Plaza Hotel, Los Angeles. Information: Sheila Jefferson, 202-887-1970.#



## ELECTRONIC MEDIA'S Financial Section buttons down business June 13th

Cable, radio and broadcast television have become hot industries on Wall Street. *Electronic Media's* annual financial section takes a thorough look at the business side of these industries in our June 13 issue.

Our special section on Finance will offer a powerful advertising opportunity to reach the owners and chief financial officers of broadcast companies and cable systems.

The explosion of foreign investment in U.S. media, the realignment of major station brokers, leading analysts' overviews of major media stocks, and a "how to" on financing a station purchase are only a few of

the stories that will command the attention of serious media investors. And, as always, these stories will be delivered in the crisp, fast style that has made *Electronic Media* the most readable media publication in the nation.

Special bonus: Beyond *Electronic Media's* industry-blanketing regular circulation, bonus distribution will also put your advertising message in front of every attendee at both the NBC and CBS affiliates meetings.

Schedule your space today—the *Electronic Media* special financial section closes June 2. It'll be truly special.

# Electronic Media

Published weekly by Crain Communications

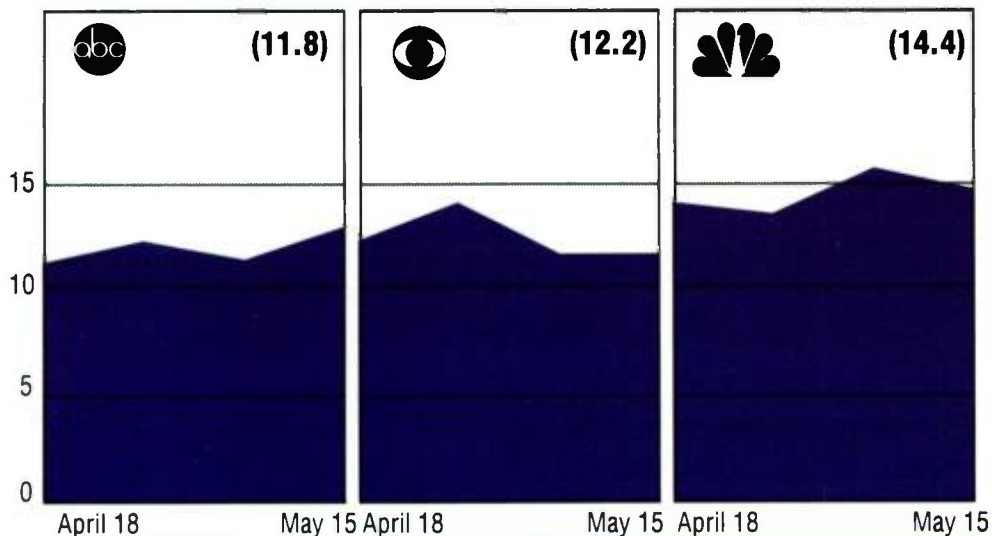
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### OFF-SEASON RATINGS (AVERAGES)

### WEEKS 1-4: APRIL 18 THROUGH MAY 15

#### NETWORK PRIME TIME



#### IN THE SPOTLIGHT

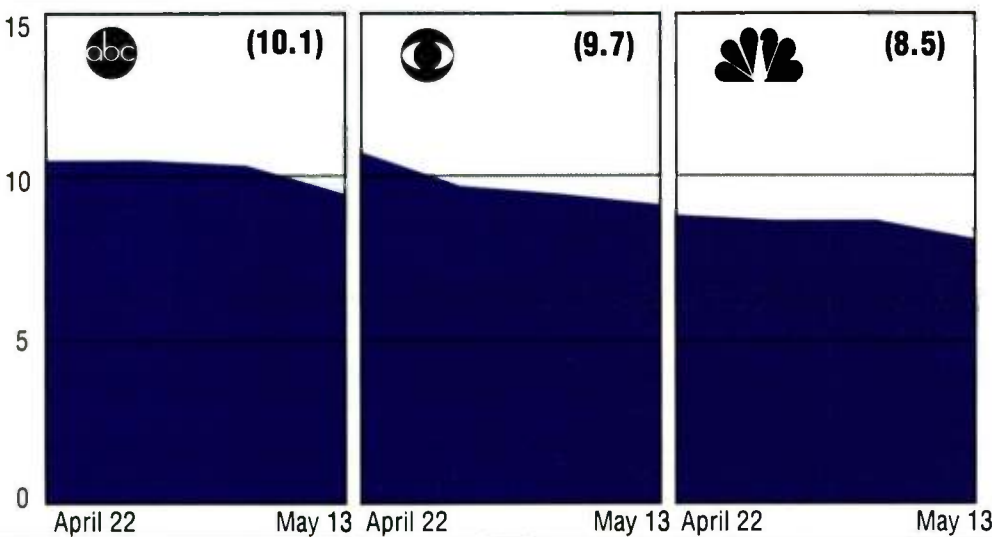
#### 'Falcon Crest' ratings/shares

1981/82	21.4/37
1982/83	20.7/36
1983/84	22.0/37
1984/85	19.9/34
1985/86	18.1/30
1986/87	17.3/30
1987/88	14.2/26

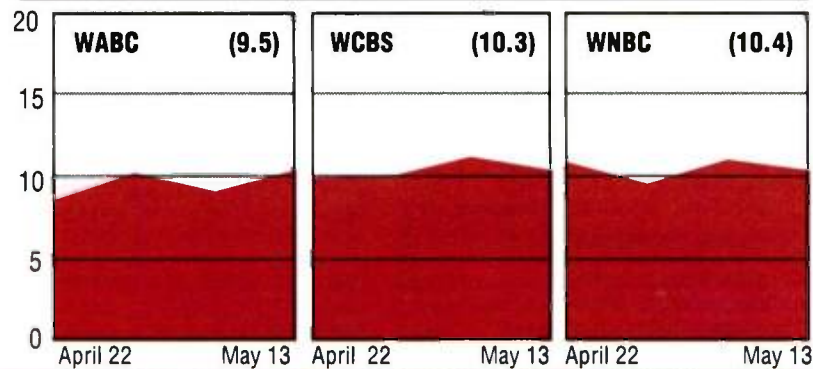


"Falcon Crest"

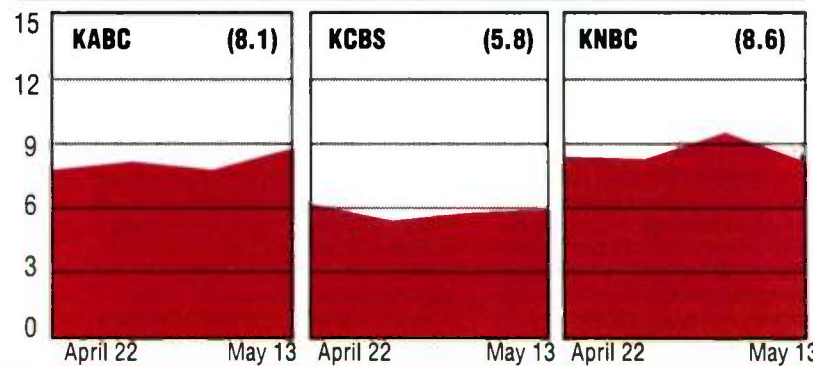
#### NETWORK EVENING NEWS



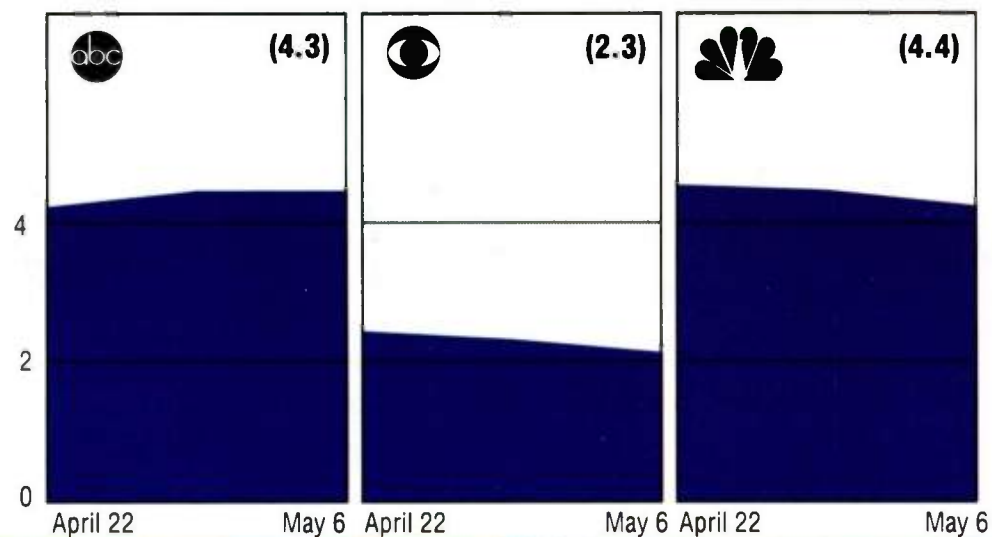
#### NEW YORK 11 P.M. LOCAL NEWS



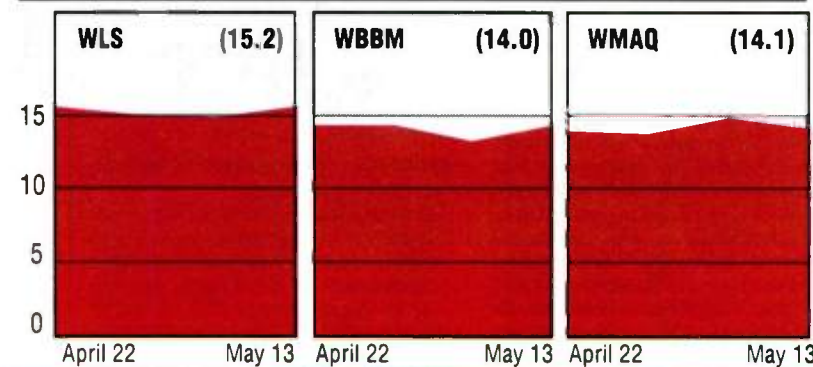
#### LOS ANGELES 11 P.M. LOCAL NEWS



#### NETWORK MORNING NEWS APRIL 22 TO MAY 6



#### CHICAGO 10 P.M. LOCAL NEWS



### RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS FOR THE WEEK OF MAY 9 TO MAY 15

1. NBC Sunday Night Movie	NBC 22.6/35	20. My Two Dads Special	NBC 14.4/23	39. CBS Tuesday Movie	CBS 11.1/19	(t) I Married Dora	ABC 8.5/15
2. The Cosby Show	NBC 21.7/40	21. Growing Pains	ABC 14.3/27	40. Eisenhower & Lutz	CBS 10.9/16	59. Tour of Duty	CBS 8.4/16
3. ABC Sunday Night Movie	ABC 20.3/32	(t) MacGyver	ABC 14.3/23	(t) Highway to Heaven	NBC 10.9/18	60. ABC Movie Special	ABC 8.1/14
(t) Cheers	NBC 20.3/35	23. 227	NBC 14.2/29	42. Kate & Allie	CBS 10.7/18	61. West 57th	CBS 7.7/15
5. Barbara Walters Special	ABC 20.0/32	24. China Beach	ABC 14.0/24	43. Decision '88	NBC 10.6/17	62. High Mountain Rangers	CBS 7.5/16
6. Night Court	ABC 19.9/33	25. Hurter	NBC 13.8/27	44. Captain EO Backstage	ABC 10.4/18	63. 48 Hours	CBS 7.3/14
7. Golden Girls	NBC 19.7/37	26. Matlock	NBC 13.4/23	(t) Beauty & the Beast	CBS 10.4/20	64. Aaron's Way Special	NBC 7.1/14
8. NBC Monday Night Movies	NBC 19.0/29	27. Newhart	CBS 13.3/20	(t) CBS Sunday Movie	CBS 10.4/16	65. Houston Knights	CBS 6.9/12
9. ABC Monday Night Movie	ABC 18.5/29	28. 20/20	ABC 13.0/23	(t) Family Ties	NBC 10.4/19	66. Dhara	ABC 6.8/13
10. Who's the Boss?	ABC 18.3/33	29. thirtysomething	ABC 12.6/22	48. Simon & Simon	CBS 10.3/17	67. Supercarrier Special	ABC 6.3/13
11. Knots Landing	CBS 17.8/31	30. St. Elsewhere	NBC 12.4/21	49. Miami Vice	NBC 10.1/18		
12. Murder, She Wrote	CBS 17.3/30	31. Day by Day	NBC 12.0/20	50. Spenser: For Hire	ABC 9.9/20		
(t) Dallas	CBS 17.3/30	32. Aaron's Way	NBC 11.9/21	51. Koppel Report	ABC 9.7/17		
14. Just the Ten of Us	ABC 17.2/29	33. Facts of Life	NBC 11.8/26	(t) Full House	ABC 9.7/18		
(t) 60 Minutes	CBS 17.2/34	34. Moonlighting	ABC 11.7/19	53. Perfect Strangers	ABC 9.6/20		
16. ALF	NBC 16.3/27	(t) Crime Story	NBC 11.7/20	54. Disney Sunday Movie	ABC 9.4/18		
17. L.A. Law	NBC 14.8/25	36. Designing Women	CBS 11.5/18	(t) NBC Movie of the Week	NBC 9.4/17		
18. Falcon Crest	CBS 14.7/26	37. Special Movie Presentation	CBS 11.2/18	56. Mr. Belvedere	ABC 9.3/16		
19. Head of the Class	ABC 14.6/25	(t) Cagney & Lacey	CBS 11.2/18	57. Smothers Brothers	CBS 9.1/16		



# NBC looking down the road with schedule

(Continued from Page 4)

NBC's New York presentation on May 18.

Ms. Frank noted that NBC made more extensive changes this year than last year, even though it won the 1987-88 season by a wider margin than 1986-87.

During a satellite news conference, Mr. Tartikoff, NBC's chief programmer, said he's been talking with Bill Cosby about continuation of the comedian's sitcom into 1989-90, but he was vague about the results of those discussions.

The NBC executive outlined four selling points in his announcements of the schedule changes, which saw eight series added, nine programs canceled and another three shelved.

Those selling points are maintaining the integrity of NBC's winning nights, not slating any unknown shows at 8 p.m. (ET), positioning a "next generation of hits" and enhancing the network's demographic profile.

"It is a very young, upscale, demographically appealing schedule," Mr. Tartikoff said.

Saatchi's Ms. Frank agreed that the Peacock Network is "getting away from older, more rural shows that never really were the NBC franchise."

But Paul Schulman, president of the Paul Schulman Co., said he wasn't sure that "Unsolved Mysteries" and "Sonny Spoon," the respective anchors on Wednesdays and Fridays, were guaranteed to be strong lead-in shows.

Of the eight shows added, only three had not been previously announced as pickups.

Those three include "Unsolved Mysteries," an occasional series that has been converted to a weekly se-

ries; "Midnight Caller," an hour-long show about a late-night radio host; and a regular show version of "Something Is Out There," which aired as a two-part miniseries on May 8-9.

The five series previously announced are "The Magical World of Disney," which will be composed of four rotating series; "Dear John," a sitcom with Judd Hirsch as a man whose wife leaves him unexpectedly; "Tattinger's," a drama starring Stephen Collins as a restaurateur; "Baby Boom," a movie spinoff that will star Kate Jackson; and "Empty Nest," a sitcom with Richard Mulligan as a Miami divorcee.

Among the most difficult cancellations for Mr. Tartikoff was "A Year in the Life," a program that was well-received by the critics but slow in building an audience. He called it the "single hardest decision I've had to make in nine years on the job."

The Virginia-based Viewers for Quality Television has indicated it will fight to get that show back.

At least two series—"My Two Dads" and "Highway to Heaven"—that didn't make it on the fall schedule are expected to return. NBC has ordered 16 more episodes of "My Two Dads," which was replaced by "Day By Day" in the 8:30 p.m. Sunday time slot, and the network has ordered 13 hours of "Highway to Heaven" in the form of three two-hour movies and seven hour-long episodes.

In addition, "The Days and Nights of Molly Dodd," which will still air seven new episodes in a limited off-season run, may or may not be considered for renewal after that, Mr. Tartikoff said.

Shows not expected to reappear are "Bronx Zoo," "Beverly Hills Buntz," "Crime Story," "Aaron's Way," "Highwayman," "J.J. Starbuck" and "Our House." Also, the end of "Facts of Life" and "St. Elsewhere" was previously announced.

More conspicuously absent from the fall slate were two new half-hour shows NBC had previously committed to: a variety series called "The Cheech Show" and a sitcom with Marilu Henner, "Channel 99."

An NBC spokesman confirmed that two episodes of "Cheech" had already been produced towards fulfilling a six-episode order, but he added that the Writers Guild of America strike had halted further production.

In the meantime, producer Cheech Marin has moved on to two film projects and the series may have to be scrapped entirely, the spokesman said.

An Imagine Films Entertainment spokeswoman said "Channel 99" "apparently didn't test as well as the other shows." But, she added, "we are supposed to do six episodes for midseason."

Mr. Tartikoff said the installation of "Unsolved Mysteries" as a regular Wednesday series was in part aimed at taking on the first-run syndicated specials that have zeroed in on that night, where syndicators "perceive a weakness."

He also noted that the program can go into production immediately, because no WGA personnel are needed.

ABC is expected to announce its fall schedule in New York today.

At press time, CBS said it expected to announce its schedule in Los Angeles early this week, but a date had not been set. #



## NBC's Fall Schedule

### Sunday

7 p.m. The Magical World of Disney\*  
8 p.m. Family Ties  
8:30 p.m. Day By Day  
9 p.m. NBC Sunday Night at the Movies

### Monday

8 p.m. ALF  
8:30 p.m. The Hogan Family (formerly Valerie's Family)  
9 p.m. NBC Monday Night at the Movies

### Tuesday

8 p.m. Matlock  
9 p.m. In The Heat of the Night  
10 p.m. Midnight Caller\*

### Wednesday

8 p.m. Unsolved Mysteries  
9 p.m. Night Court  
9:30 p.m. Baby Boom\*

10 p.m. Tattinger's\*

### Thursday

8 p.m. The Cosby Show  
8:30 p.m. A Different World  
9 p.m. Cheers  
9:30 p.m. Dear John\*  
10 p.m. L.A. Law

### Friday

8 p.m. Sonny Spoon  
9 p.m. Something is Out There\*  
10 p.m. Miami Vice

### Saturday

8 p.m. 227  
8:30 p.m. Amen  
9 p.m. Golden Girls  
9:30 p.m. Empty Nest\*  
10 p.m. Hunter  
\*New show

"Midnight Caller" has been added to NBC's fall lineup.

## Fox's N.Y. station sets morning show

(Continued from Page 4)

One of those options is a live daily breakfast segment with the show's hosts and a celebrity guest, a source reported.

The station's early morning schedule currently comprises cartoons, including "Woody Woodpecker," "The Flintstones," "Bugs and Porky" and "My Little Pony" in half-hour segments.

While the new show is intended as a summer program to start between July 18 and Aug. 1, Ms. Wall indicated there was no length set for its initial run.

"It's a good time to test a concept," she said, pointing out that "A Current Affair" had also started out as a summer show.

She said the station was making the move "on instinct" with the goal of being "competitive" in the time period.

The station's morning cartoons draw an average 2.5 rating according to A.C. Nielsen Co.'s May sweeps results as of last Thursday. The hope is that the new show will draw viewers who prefer a show with a local focus or who don't watch the network morning shows.

Ms. Wall anticipates a male-female team of hosts, with that talent likely to come from outside the station's present staff. #

## Cable wins court victory

(Continued from Page 3)

Meanwhile, John Hanks, director of franchises for the city of New York, said he believed that local cable systems would "probably abide" by the tougher standards set in city franchises.

He also said the city was interpreting the FCC's pre-emption as applying only to broadcast signals retransmitted by cable systems, not to other basic and premium cable services.

"As of now, we are still insisting that our standards be met with respect to other classes of channels," Mr. Hanks said.

Bill Finneran, chairman of the New York State Commission on

Cable, also said the state's technical rules, which are more stringent than the FCC's, were protected by the federal agency before it adopted its new standards.

In addition, Mr. Finneran said local governments can still regulate cable's technical quality indirectly by mandating use of specific cable equipment.

Jim Mooney, president of the National Cable Television Association, said: "The decision reaffirms that, notwithstanding the role played by state and local governments in the franchising process, the FCC retains broad pre-emptive authority to implement overall policies identified in the cable act." #

## British censors pose threat to U.S. studios, syndicators

(Continued from Page 3)

News of the panel's formation hadn't reached Mr. Gordon at his Bermuda office before ELECTRONIC MEDIA contacted him last week, so he declined to speculate on how Paramount might be affected by the review policy.

"Luckily, our studio doesn't have much product that would seem to be affected by the board," said Mr. Gordon.

Paramount is currently selling "MacGyver," "Cheers" and "Family Ties" overseas and will introduce "Star Trek: The Next Generation" in 1989.

It has a number of movies and miniseries that might fit the board's definition, however.

"We wait with fascination to see what criteria of censorship will be used," Mr. Gordon said.

MCA TV International President Colin Davis did not return calls by press time to comment on the possible fate of "Miami Vice," "Magnum, P.I." and "Murder, She Wrote," among other hour-long shows MCA sells abroad.

Other sources speculated that MCA's "The Equalizer" might be an early victim of the crackdown, despite the fact it stars a British citizen, Edward Woodward, and has earned respectable ratings there.

Representatives of Lorimar Telepictures, which makes "Dallas," "Knots Landing" and "Falcon Crest," and New World, producer of "Tour of Duty," "Crime Story" and "Sledge Hammer!," also did not respond to requests for comment.

Such off-network programs currently earn as much as \$150,000 per episode when sold to networks in the United Kingdom.

The ruling Conservative Party had called for the formation of such a review body as part of an election platform late last year, but opposition Labour Party spokesman Roy Hattersley called the move "the thin wedge of authoritarianism—absurd, dangerous and unnecessary."

He told the Associated Press that "the programs which the government objects to are not concerned

with sex, violence and taste, but concerned with the government's political convenience. This body will eventually be expanded to inhibit those who dare to criticize the (Margaret Thatcher) administration."

Paramount's Mr. Gordon said that studios such as his must already deal with a bewildering set of restrictions set by the 180 countries they sell to, including "bans on shows with people wearing long hair, shows starring Jews, shows starring Arabs and on and on." #

## Industry's minority hiring effort criticized

(Continued from Page 18)

Under the Cable Communications Policy Act of 1984, cable operators are required to report their minority hiring records to the commission annually.

Jim Mooney, president of the National Cable Television Association, said compliance with the reporting requirement by cable operators is not "intolerable."

"I hear very little about it," he said.

Mr. Mooney added that while NCTA encourages members to comply with the law, his organization is not an "enforcement

agency."

But Pluria Marshall, chairman of the National Black Media Coalition, said the cable industry is the "real dog" with respect to minority employment.

"I haven't met any black folks who run cable systems that aren't black-owned," Mr. Marshall said.

A point on which Mr. Marshall and Mr. Patrick agreed is that a confirmation hearing should be held for FCC nominee Brad Holmes, who is black.

Mr. Holmes' confirmation is stalled in a Senate committee. #

# ABC pushing daytime ads in upfront

By ADAM BUCKMAN  
Staff reporter

NEW YORK—As the upfront buying season approaches, ABC-TV is telling advertisers that they'll get more for their money if they move part of their prime-time budgets into daytime.

ABC sales executives say the idea is part of an overall effort to get buyers of network TV time to see daytime TV in a new light.

Daytime TV in recent years has been plagued by continuing audience erosion. Last year, daytime spending for all three networks dropped about 13 percent to \$1.3 billion, from 1986 spending levels of \$1.5 billion.

Daytime is the least expensive time avail-

able on the networks with an average price last season of \$24,000 per unit.

A prime-time unit, by contrast, now averages more than \$100,000.

In its new pitch, ABC is trying to boost that figure, with commercial inventory on all three networks worth an estimated \$1.4 billion this coming season.

As part of its effort, the network has produced a glitzy promotional videotape that attempts to dispel widespread negative stereotypes about daytime TV that are held by network TV buyers at ad agencies.

For example, Paul Isaccson, executive vice president and director of broadcast programming and purchasing at Young & Rubicam, recently issued a memo to the ad agency's cli-

ents saying that "unless the networks refresh the daypart's image in the mind of advertisers, this area will continue to decline in revenue."

To counter that, ABC has already incorporated the videotape, narrated by Judith Light of ABC's "Who's the Boss?," into its agency presentations.

"We're trying to reposition daytime for those people who don't see it," said Marvin Goldsmith, senior vice president and national sales manager for ABC.

The media buyers are also influenced by what they've heard about the erosion of the daytime TV audience.

In recent years, ABC executives say, the audience for network daytime TV has eroded because women—the traditional viewers in the

daypart—have moved into the work force.

Network daytime has also suffered from the same factors plaguing network TV in other dayparts—namely, competition from other media such as cable, which airs women-oriented lifestyle programming on networks such as Lifetime.

But ABC says that, despite erosion, it captures 45 percent of the daytime TV audience with its lineup of long-running soaps, including "All My Children," "General Hospital" and "One Life to Live."

The promotional videotape says advertisers can reach more working women and housewives ages 18 to 49 (the demographics most sought after by advertisers) by buying ad schedules in both prime time and daytime. #

## BRIEFLY NOTED

### Broadcast TV

"A Current Affair" was the highest-rated show in the New York market on May 16 when it aired a controversial videotape of Robert Chambers, recently convicted of manslaughter in the sex-play slaying of Jennifer Levin. The show, carried on Fox Broadcasting's WNYW-TV, hit a 20.9/34 in overnight A.C. Nielsen Co. results. "Wheel of Fortune," the show which usually wins the 7:30-8 p.m. time slot in New York, drew a 14.5/24.

With nominations in 14 categories, CBS's "Pee-wee's Playhouse" led **daytime Emmy Award nominations** announced recently by the New York-based National Academy of Television Arts & Sciences and the Burbank, Calif.-based Academy of Television Arts & Sciences. The Saturday-morning series was followed by NBC's "Santa Barbara," with 13 nominations, and ABC's "All My Children" and CBS's "The Young and the Restless," both with 11 bids. Of the 199 nominations, CBS had 69, NBC had 46, ABC had 36, PBS had 28 and 20 were syndicated shows.

Los Angeles independent KWHY-TV is adopting "The Business Channel" as its identification as part of a remarketing plan for the UHF outlet, which programs financial news and features throughout each business day.

The Corporation for Public Broadcasting reports that for the first time ever, public broadcasting obtained more than \$1 billion of its income from non-federal sources during fiscal 1987. Non-federal funds accounted for 81 percent of public broadcasting's \$1.3 billion income total for the period.

### Cable TV

Denver-based MSO Tele-Communications Inc. reported a net loss of \$7.3 million for the first quarter ended March 31, compared to net income of \$14.8 million for the same period last year. Revenue increased to \$494.2 million from \$376.2 million a year ago.

Cablevision Systems Corp. claims to own the first cable operation to pass the 300,000-subscriber mark. Its system serves Nassau and Suffolk counties on Long Island.

The basic-cable Shop Television Network has added 450,000 new subscribers through an agreement with MSO Wometco Cable, which increases STN's national reach to 3.5 million cable subscribers. The home shopping channel was launched last October.

Cable systems serving more than 1 million basic subscribers are ex-

## NATIONAL SYNDICATION STANDINGS

### For the week ended May 8

	Rating	Stations	Coverage
1. Wheel of Fortune	13.8	225	99%
2. Jeopardy!	12.4	219	99%
3. Star Trek: Next Generation	9.7*	231	97%
4. Oprah Winfrey Show	9.3	215	99%
5. People's Court	7.1*	200	97%
6. Entertainment Tonight	6.4*	165	93%
7. Donahue	6.0	215	99%
8. Lifestyles...Rich & Famous	5.9*	154	89%
9. Win, Lose or Draw	5.6	162	86%
10. Mama's Family	5.3*	170	93%
11. Hollywood Squares	5.0	134	87%
12. Friday the 13th	4.9*	227	97%
13. Geraldo	4.8	142	92%
Love Connection	4.8*	138	88%
15. DuckTales	4.7	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.

pected to add the impulse pay-per-view service **Cable Video Store** this year, according to the network. CVS now serves 125,000 subscribers with impulse technology.

### International

Coral Pictures has sold 65 segments of the vintage half-hour network comedy "The Best Of Your Show of Shows" to **England's Channel 4 TV network**. The Miami-based syndicator has already concluded sales in 27 U.S. markets.

The BBC reports sale of its popular "EastEnders" prime-time soap opera to Denmark's new commercial TV2 channel, with a premiere slated for later this year. The program has already been sold in Canada, Australia, New Zealand, Spain, the Netherlands, Norway, Iceland and individual PBS affiliates in the United States.

### Radio

New York-based **Price Communications** has agreed to sell KOMA-AM and KRXO-FM in Oklahoma City to Chicago-based Diamond Broadcasting for \$4.6 million in cash. Cincinnati-based Ted Hepburn Co. arranged the deal.

Improvements in AM radio programming and sound quality must be made if AM is ever going to regain the radio listeners it has lost in the last 10 years to FM radio stations. That is the conclusion of a study completed recently by Anthony Reevy, a graduate student at Miami University in Oxford, Ohio. A total of 265 AM radio managers responded to the survey, according to

Mr. Reeves.

### Sports

The **National Basketball Association** playoffs continue to produce impressive numbers on TBS, with average national ratings up 16 percent to 3.6 with a 6.7 share, from 3.0/5.7 last season. In overnight results from A.C. Nielsen Co., the Boston Celtics-Atlanta Hawks game on May 16 scored a 5.3/8.2 on TBS.

Lynn Swann will join "ABC's **NFL Monday Night Football**" broadcast team as halftime reporter. Mr. Swann had been a college football commentator for ABC. Also, Dick Vermeil, former NFL analyst for CBS, joins ABC Sports as an analyst on college football telecasts.

ESPN presents the **NCAA College World Series** for the ninth straight year, starting on June 3. ESPN will cover 12 to 14 games live during the tournament, including double-headers on each of the first five days of coverage. ESPN's coverage excludes the final series game.

ESPN has reached a multiyear deal for broadcast rights to the Mazda Gator Bowl. The cable-sports network also reached a multiyear pact to televise the All-American Bowl.

### Syndication

**Access Syndication and DIC Enterprises** have pulled "Camp Malibu," the animated first-run series that was set for a fall debut. Access President Ritch Colbert said the toymaker Mattel Corp. had withdrawn financing, but DIC and

Mattel maintained that the show was withdrawn because of a lack of clearances. Access says it will provide stations with another unspecified children's show to fill the slot.

Budd Granoff Productions will develop and produce a first-run game show for distribution by **Casablanca IV** in fall 1989, the two companies announced last week. The untitled strip will be hosted by Bob Eubanks.

**All American Television and Group W Television** recently extended their agreement for All American's exclusive sales representation of Group W's satellite news and entertainment services. The current contract will run through 1990.

The first-run animated script "COPS" has been cleared by **Cluster Television** for this fall on more than 85 stations serving in excess of 90 percent of U.S. TV homes. The show is produced by DIC Enterprises.

**Lorimar Telepictures'** "Mint Edition" movie package has been sold to WBZ-TV in Boston and WUAB-TV in Cleveland, in addition to 59 other TV stations. The 25-title theatrical package includes "The Morning After" and "Power."

North Hollywood, Calif.-based VTC Satellite Network and Arlington, Va.-based MultiComm Telecommunications have formed "HOTLINE," a private communications network designed to enable syndicators, ad agencies, station rep firms and other clients to send messages instantly to as many as 750 commercial TV stations throughout

the country. The service, which comes on line June 1, will try to eliminate the late or misplaced delivery of critical traffic instructions for syndicated programs handled by VTC, such as "Wheel of Fortune" and "The New Newlywed Game."

### Other

**Nielsen Media Research** is expanding its local meter-based ratings service to include Milwaukee starting in May 1989. The city will become Nielsen's 18th metered market, extending representation to 41 percent of U.S. TV homes.

**Michael Eisner**, chief executive officer of The Walt Disney Co., will deliver the keynote address at the start of next year's NATPE conference, set for Jan. 24-27 in Houston.

The Giant Group, a Beverly Hills, Calif.-based company controlled by **Hollywood producer Burt Sugarman**, is negotiating to sell its cement and waste-burning business to Environmental Treatment and Technologies Corp. for \$110 million in cash plus warrants for ETT stock. The cash infusion presumably will help Mr. Sugarman in his pursuit of Richmond, Va.-based Media General, for which he has made an improved \$70 per share offer that recently was rejected by Media General's board and officers. In a related matter, Media General said a federal court has denied Mr. Sugarman's request for an immediate appeal of a decision that upholds the company's two-tier stock system. The court also refused to postpone Media General's annual meeting, which was scheduled for last Friday. #



ABC Radio Networks has signed TV-radio personality Shadoe Stevens as the new host of "American Top 40," the weekly countdown show hosted by Casey Kasem. Mr. Kasem is leaving ABC to join Westwood One when his contract runs out in January.

# Subcommittee passes children's TV bill

(Continued from Page 1)

tee, which contained several provisions strongly opposed by the National Association of Broadcasters.

Children's TV bills sponsored by Rep. Markey and Rep. John Bryant, D-Texas, would have required broadcasters to air at least one hour a day of educational programming and to eliminate practices involving the use of program characters to promote products.

That legislation also would have required broadcasters to limit advertising on children's programming to 9½ minutes per hour on weekdays and 12 minutes per hour on weekends.

The bill approved last week, which was offered by Rep. Matthew Rinaldo, R-N.J., the ranking Republican member of the subcommittee, limits advertising on children's programs to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays starting Jan. 1, 1990.

When asked after the vote whether his legislation had been watered down, Rep. Markey said the measure approved last week was "historic" because broadcasters would be judged at license renewal time on whether they served the educational needs of children.

Jim May, executive vice president of government affairs at NAB, said: "They removed the vast majority of the troublesome provisions in the earlier legislation. Given all the changes they made, we chose not to oppose it."

Mr. May added that, under the legislation approved, programs such as "The Cosby Show" would count as educational programming for children.

Following the vote, Rep. Al Swift, D-Wash., said: "You can always accuse it of being watered down when there's a compromise. I think that's unfair."

He said the bill was "terrific."

Rep. Tom Tauke, R-Iowa, who voted against the measure, offered his own children's TV bill, which was defeated.

His bill would have given the broadcast and cable industries an antitrust exemption to develop voluntary guidelines on children's programming.

Rep. Tauke opposed the bill approved by the subcommittee, saying the legislation "may signal the beginning of governmental backdoor attempts to influence the program judgment of broadcast licensees, contrary to the purpose of the First Amendment."

Peggy Charren, president of Action for Children's Television, said she was "ecstatic" about the vote.

"It will create a market for creative producers to serve children," she said.

While the bill did not contain language aimed at eliminating what have been called "program-length commercials"—one of ACT's

main concerns—Ms. Charren said, "Life is a question of compromises. Any legislation depends on the zeal of the administration to enforce it."

Before last week's vote, Rep. Markey said the bill "does not reflect the totality of the wish list of any particular party or interest."

He added that it may be best for the courts and the FCC to define "program-length commercials."

A children's TV bill backed by Sen. Howard Metzenbaum, D-Ohio, and Sen. Tim Wirth, D-Colo., is pending in the Senate Commerce Committee.

In 1984, the FCC abolished guidelines limiting advertising on children's TV.

Earlier this year, the FCC launched an inquiry into children's TV programming after a federal appeals court ruled that the commission had failed to adequately justify its repeal of the guidelines. #

## Syndicators seek silver lining from strike cloud

(Continued from Page 1)

Paramount's "Star Trek: The Next Generation," are themselves crippled by the strike.

But other fresh syndicated fare, including specials and mini-series, is available, at least in limited supply, and savvy distributors are scrambling to push them into the early fall window that promises to be left open by the strike.

The distributors include at least three prominent New York-based syndicators: Worldvision Enterprises, Blair Entertainment and Orbis Communications.

Over the next few weeks, Worldvision will go back to stations that have already purchased its first-run "Starting from Scratch" sitcom, this time pitching to upgrade clearances for the months of September and October.

Eight scripts for the weekly all-barter show, which stars Connie Stevens, already have been written. It is to premiere this fall in 90 percent of the country.

Most affiliates had already slotted the show in Saturday prime access but presumably might upgrade it to prime time until fresh network product arrives.

Worldvision President John Ryan says substituting fresh syndicated shows for network reruns makes sense for stations and syndicators alike.

"Stations will get a better rating with fresh programming, and the show will benefit from sampling in prime time where HUTS are higher," he explains.

But industry sources note that the practice could be troublesome for the networks; if a syndicated series does well in prime time, the affiliate might keep it there even after network programming returns to normal.

Worldvision is also fast at

work putting together a marketing plan aimed at selling a just-acquired Australian miniseries, "Sword of Honor," for the early fall window.

For its part, Orbis Communications is trying to upgrade clearances for its "Public People/Private Lives," a one-hour weekly barter talk show premiering this fall.

Orbis is looking in particular for prime-time slots in affiliate schedules during early fall. Orbis President Robert Turner says network hour-long dramas will be the most vulnerable to such a pitch.

Mr. Turner says affiliates have voiced an interest in upgrading "Public People/Private Lives" to prime time, but none has yet agreed to do so.

Orbis is also rushing to package a series of live specials for the September/October window.

Blair Television, too, is developing prime-time specials with an eye on September but won't comment on the particulars.

Affiliate reaction to all the syndication activity is mixed.

At ABC affiliate WCVB-TV in Boston, Jim Coppersmith, who has pre-empted network TV fare often in the past, told ELECTRONIC MEDIA that he won't pre-empt network shows this time.

"This writers' strike is not the networks' doing," he says. "And if the networks ever needed affiliate support, this is the time."

He said he hoped ABC would provide more news and documentaries during the September-October period.

At ABC affiliate KSTP-TV in Minneapolis, Bob Regalbutto, president and general manager, said syndicators have proposed substitute programming for September and October, but he was not altering his policy of only rarely pre-empting network shows. #

## Soviets making life easier for U.S. summit reporters

(Continued from Page 3)

through Washington in December. Many stations said they can't afford the expense of sending their own people to Moscow.

Bob Johnson, an anchor at WTVC-TV in Chattanooga, Tenn., is planning to go, but at press time he was still waiting for his visa.

If it comes through, he said he plans to do man-on-the-street interviews in Moscow to humanize the story. For a local angle, he wants to present a letter written by elementary school children in Chattanooga at a Moscow school.

Mr. Johnson estimated that the cost of the coverage to the station will be \$20,000 to \$25,000.

Many local TV stations that sent their own reporters to cover the Washington summit, including ABC-owned WLS-TV in Chicago, have opted to let the networks cover this event.

"It's a long way away," Jim Hattendorf, WLS news director, said about Moscow. "The network has all the resources, and we're going to let them provide the coverage."

ABC will be managing the coverage for all events that will be pooled. Gosteleradio, the Soviet broadcasting network, will be providing the coverage of President Reagan's speech at Moscow University and inside the Kremlin, Mr. Lord said.

Also, NBC anchor Tom Brokaw will be giving five-minute summit updates Monday through Wednesday at noon.

CBS reporter Charles Kuralt will be accompanying anchor Dan Rather to provide the "lighter side" of the Soviet Union, said Donna Dees, press representative for "The CBS Evening News."

Ms. Dees said viewers can also expect to see scenes of Moscow never before broadcast on American TV, such as the cathedrals inside the Kremlin walls.

On cable, CNN said it's planning to provide "virtual 'round the clock coverage'" of the event.

many members—has led to a leadership crisis that has dissipated the momentum needed for constructive action."

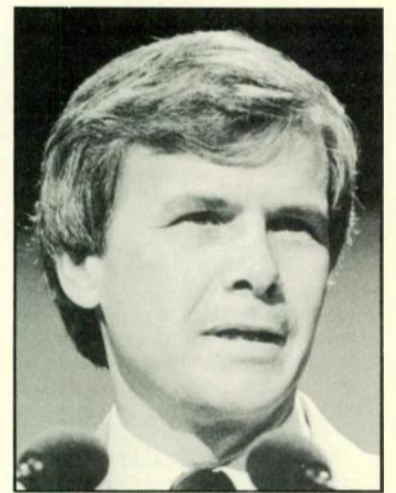
TvB Chairman James Babb, in a prepared statement, said, "We regret Peter Desnoes' decision to resign from the TvB board of directors. We are sorry he has chosen this particular time to leave."

Mr. Babb, executive vice president of Jefferson-Pilot Communications, stressed that the TvB is aware of its deficiencies and has taken steps to repair them.

He said the TvB has nearly doubled its national sales effort, hired new executives and divided its local sales effort to accommodate a station's market size. #



**CHARLES KURALT**  
To show "lighter side" of U.S.S.R.



**TOM BROKAW**  
Plans summit updates at noon

The Discovery Channel plans to present the Soviet evening news during the week of the summit.

The Soviet Embassy's Mr. Bulay expects about 7,000 reporters to cover the Moscow event. #

## Detroit disc jockey headed for Moscow

(Continued from Page 3)

Berkowitz, came up with the idea about a month ago, and Ms. Gordon has been working to set it up ever since.

A month, she figures, is plenty of time for organizing and planning, but she thinks the Soviets would have preferred four or five months.

"They're not used to the American pace," she says.

As of last Thursday, Ms. Gordon, Mr. McCarthy, another producer and an engineer had yet to receive their visas from the Soviet government, but she voiced confidence that they would arrive on time.

The four WJR personnel going to Moscow will bring their own equipment to set up a remote studio in a hotel room. (They'll also bring plenty of bottled water, M&Ms and peanut butter crackers, Ms. Gordon says.)

The WJR broadcasts will attempt to bring "the flavor of the summit" to Detroit radio listeners, she says.

Guests, some of whom are already lined up, will include Soviet citizens "from all walks of life" as well as journalists and newsmakers involved in the summit meeting.

ABC News anchor Peter Jennings is expected to be available to Mr. McCarthy for interviews. WJR is owned by Capital Cities/ABC.

Not surprisingly, WJR appeared last week to be the only U.S. radio station planning to broadcast its morning show from the Soviet Union during the summit.

However, on the national front, five episodes of Mutual Broadcastings nightly "Larry King Show" are to be broadcast from Moscow during the summit meeting. Mr. King, however, will be on vacation and his longtime stand-in, correspondent Jim Bohannon, will host those shows.

There will also be numerous radio news correspondents in Moscow to cover the summit as a news event. #

## TvB assailed by outgoing board member

(Continued from Page 3)

He said 55 TV station members have left the TvB's membership of about 500 stations in the past eight months, "and only 24 new members have joined."

He also said, "The lack of passion of the current board members—coupled with the mediocrity of much of the bureau's staff and the apathy of

# New exclusivity rules herald changes in TV

(Continued from Page 1)

trick, who led the FCC in a 3-0 vote, said he didn't believe the cable industry should oppose syndicated exclusivity at a time when cable operators are seeking to preserve the exclusivity of their own shows.

He also said that actual programming blackouts on distant signals will only occur if cable television operators try to "cause turmoil for short-term political advantage, which I cannot believe they will do."

The FCC action immediately was attacked by the cable industry and embraced by broadcasting officials.

"Instead of the 'free market,' we're getting a highly structured scheme designed to allow the Hollywood cartel to flex its muscle," charged Jim Mooney, president of the National Cable Television Association.

Preston Padden, president of the Association of Independent Television Stations, one of the foremost industry proponents of the rules, said, "We didn't get everything we wanted, but we think it's a reasonable compromise decision."

The new syndicated exclusivity, or so-called syndex, rules resemble the regulations that the agency scrapped in 1980 to create an easy source of programing for cable systems.

But, while the former rules applied only in the top 100 markets, the new rules apply in all markets, with the exception of cable systems with fewer than 1,000 subscribers.

In addition, while the former rules prevented broadcasters from claiming exclusivity beyond 35 miles, the new rules provide an exception that also permits broadcasters to seek national exclusivity for programs.

That raises the possibility that a superstation owner, such as Turner Broadcasting System, could buy national rights to a syndicated show, a possibility that TBS indicated could become a reality.

Under another rules exception, cable systems won't have to black out programs on nearby broadcast stations that are generally available over the air in the system's service area.

The rules likely will go into effect



INTV's PRESTON PADDEN  
A "reasonable compromise"

next summer. The one-year transitional clock doesn't start ticking until the agency actually publishes its rules, which is supposed to occur within the next few weeks.

Once the rules take effect, broadcasters with programing contracts that explicitly anticipated reimposition of the exclusivity rules can get protection on local cable systems by giving the cable operator 60 days notice.

Broadcasters whose contracts aren't explicit on the subject can still get protection, as long as they get a letter from the program's syndicator saying that syndex protection has been granted for the programing in question.

To assure exclusivity from now on, licensees are supposed to include the following phrase in all new program contracts: "The licensee shall, by the terms of this contract, be entitled to invoke the protection against duplication of programing imported under compulsory copyright license, as provided in the FCC's syndicated exclusivity rules."

Cable operators are responsible for blacking out protected programing. They may fill in their holes with whatever programing they have rights to.

FCC officials said cable operators will also be free to cut whatever

sorts of deals they want with broadcasters to continue retransmitting the protected programing.

The FCC also beefed up a related rule so that a network affiliate will be able to protect network programing at all times. That rule is expected to put a damper on cable systems importing distant network affiliates.

While deciding to maintain the 35-mile exclusivity limit that a station may claim, the agency is keeping the proposal to eliminate the rule alive by opening it up for further public comment.

Also, it has proposed to permit public broadcasting stations to claim exclusivity for their programs, a right they don't enjoy now.

Commissioner Patricia Diaz Dennis, who had expressed concerns about the legality of the agency's syndex proposal in the past, said her decision to vote for the rules had been a close one.

"In favor of such rules is that they can encourage cable operators to carry original programing," she said.

Broadcasters heaped praise on the decision.

Mike Lape, vice president and general manager of independent WPMT-TV in York, Pa., said, "It allows (a) local station to go out and purchase better programing because he now knows his contract will be protected."

Chuck McFadden, vice president and general manager of independent WTVZ-TV in Norfolk, Va., said, "In the long run, it will give the viewer more diversification because cable services will have to obtain their own exclusive programing."

Speaking for Hollywood studios, Jack Valenti, president of the Motion Picture Association of America, said, "We are very pleased by the FCC's action today. The objectives of the MPAA are simple. We believe the marketplace ought to be fair, competitive and open to all on an equal basis."

Meanwhile, the NCTA charged that the ruling has "pulled the plug on the favorite TV programs of millions of people" and alleged that syndex "equates the public interest with giving Hollywood every conceivable ounce of leverage in inflating the price of its programs."

Steve Effros, president of the Community Antenna Television Association, also alleged that the FCC's action constituted a violation of the cable industry's First Amendment rights. He said, "They're telling us what we can and can't carry."

Bob Thomson, a vice president for giant multiple cable system operator Tele-Communications Inc., said the only positive TCI saw was that the rules offered the cable industry ammunition to use against legislation sponsored by Sen. Albert Gore, D-Tenn., that's aimed at ensuring that owners of backyard earth stations get fair access to cable programing.

"Now that the federal government has secured exclusivity rights for broadcasters and the motion picture industry, it's hard to justify legislation like the Gore bill, which would take away exclusivity rights from cable," Mr. Thomson said.

But some cable operators said they are preparing for the new environment.

Lowell Hussey, Warner Cable Communications' senior vice president of sales, marketing and programing, said he's looking for a new

## Syndicators fear damage to barter

By RICHARD MAHLER

Los Angeles bureau chief

Television program distributors last week generally said they support the new syndicated exclusivity rules, but some predicted that barter syndication could be damaged.

Although several major syndicators withheld comment pending a careful review of the commission's May 18 ruling, others predicted that the change would be good for their business, as well as independent TV stations and the cable industry.

But representatives of some companies said barter shows could be damaged by losing the additional coverage provided by superstations and other distant TV signals on cable.

"If the coverage and ratings of certain barter programs (on superstations) are eroded, they might have shorter lives or not even be made," said Paul Siegel, president of LBS Entertainment.

But most other first-run syndicators echoed the opinion of Dick Robertson, the member of Lorimar Telepictures' office of the president who oversees syndication.

"I think (the decision) is fair, although it has the potential of curtailing the number of barter shows," Mr. Robertson said. "Some distributors are so anxious to get on the superstations that they've been paying compensation to get on WGN (Chicago) and WWOR (New York)."

Mr. Robertson declined to name specific programs likely to be affected, and Mr. Siegel would only say that the "kid show" block on WGN could be among those most hurt by the FCC's move.

"It depends on the city, but I don't think program duplication is as big a problem among stations as some people think," said Mr. Siegel. "I think (reimposition of the rules) will create bigger problems for program producers and distributors."

"The superstations are generally helpful for our barter shows," added Bob Turner, pres-

ident of Orbis Communications, another distributor of first-run fare. Among other companies, Mel Harris, president of Paramount Television Group, said, "Paramount has been a very strong supporter of the exclusivity concept. We didn't want it to go away in the first place."

The carriage of two popular Paramount shows on one of the four superstations serving his market has been particularly worrisome to Norris Reichel, vice president and general manager of Orlando, Fla., independent WOFL-TV.

"In a year's time, we estimate we have been losing between \$1.5 million and \$6 million as a result of programs like 'Cheers' and 'Family Ties' being duplicated here," said Mr. Reichel.

"In fact," he said, "I don't know of any program we have on the air now that is not being duplicated."

Less optimistic about the rule's outcome is Steve Bell, senior vice president and general manager of VHF independent KTLA-TV in Los Angeles.

Mr. Bell, whose station is actively fighting against outside attempts to distribute its signal nationally, said, "When you get down to the day-to-day reality, I wonder if it's going to make any difference at all."

He also fears syndicators will try to jack up the price of programs in return for guarantees of local market exclusivity. "Certainly they will charge a premium for protection," he predicts.

Lorimar's Mr. Robertson, whose company distributes such shows as "People's Court," "She's the Sheriff" and "The Comic Strip," said "it's hard to say what prices might go to" under the new rules.

The Lorimar executive said it's too early to predict whether his company will consider writing national distribution deals with superstations, but he doubted that they would be able to pay licensing fees comparable to the total revenues collected from individual stations. #

### AT PRESS TIME CONTINUED

scribers in the Atlanta area.

● WASHINGTON—Longtime CBS lobbyist **Robert McConnell** will leave the company June 1 to return to law practice with the Capitol Hill office of Gibson, Dunn and Crutcher. His vice president's post will be temporarily filled by John Sturm, vice president of government affairs.

● WASHINGTON—Rep. Elton Gallegly, R-Calif., plans to introduce legislation this week that would require the FCC to report to Congress within six months on what effect the **Cable Communications Policy Act of 1984** has had on cable rates and service.

● WASHINGTON—Capital Cities/ABC last week lost a federal appeal in its **dispute with Hollywood producers** over who should get \$500 million in investment tax credits for programs produced since 1972. Major studios already had taken credits for the programing, which aired on the ABC TV Network. The court here remanded ABC's claim to collect credits for programs produced from 1962 to 1972. A suit filed against ABC by 13 Hollywood companies and 20 other plaintiffs, seeking \$1.5 million in damages, is still pending in a California court.

● WASHINGTON—The FCC issued a reminder to licensees last week that **payola practices** are against the law and FCC rules. The FCC warned that licensees are expected to exercise "reasonable diligence" to make sure employees don't accept gratuities to air records.

● KANSAS CITY, Mo.—Disturbances from onlookers at a city council meeting last Thursday delayed a vote here on changing the status of a public access cable channel so that a local cable system can avoid televising programs produced by the **Ku Klux Klan**. #

head of programing with experience at a major-market broadcast station to acquire product for his systems.

"One of the things almost certain to happen is that systems will have to fill in programing gaps immediately, and they'll be thrown into the syndication business from there," he said.

Marvin Jones, president and chief executive of United Artists Cable-systems, like many system executives contacted by ELECTRONIC MEDIA last week, said he's waiting to see the final ruling before deciding whether his systems will drop distant signals to any great extent.

But he added, "I think more and more (systems) will wind up carrying more cable-originated signals."

Representatives of the cable industry's major superstations—Atlanta's TBS and WGN in Chicago—weren't overjoyed by the ruling, but they didn't seem to believe that the ruling would throw a major monkey wrench into their businesses.

Bert Carp, a TBS vice president, told reporters that the rules should help Mr. Turner's businesses by driving out competitors who really don't want to be superstations. He also said TBS intends to offer a blackout-proof package over its su-

perstation by the time the rules go into effect.

Also, Mr. Carp said that the new rules could "create additional channel capacity for services like (TBS's proposed basic cable network) TNT."

Shaun Sheehan, a vice president for Tribune, said WGN planned to "assure continuation of our extended coverage under any circumstances."

"It is of particular importance in sustaining barter-supported programing that we either own or co-own, and we are committed to ensuring that we deliver a clear, 24-hour signal to cable operators for retransmission," Mr. Sheehan said.

But industry observers said the satellite companies that retransmit the superstations are particularly vulnerable to fallout from the rules.

United Video, which distributes the signals of such cable superstations as WGN and WPIX-TV, New York, held a press conference in Washington to make it clear that it also will be fighting the FCC's new syndex rules in court. #

Janet Stilson in New York and Richard Mahler in Los Angeles contributed to this report.

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MAY 30, 1988

## AT PRESS TIME

### Writers OK contracts

LOS ANGELES—The Writers Guild of America said Friday its members have voted to approve contracts with 71 independent companies, which will allow such programs as "The Cosby Show," "The Tonight Show" and "ALF" to resume production with WGA members. Guild membership approved the pacts by an 86 percent margin. Meanwhile, the WGA and the Alliance of Motion Picture and Television Producers made no progress in negotiations last week. Talks were scheduled to resume tomorrow.

### Scrambling hearing set

WASHINGTON—A House telecommunications subcommittee aide said Thursday that the subcommittee has scheduled a hearing for June 15 to consider legislation aimed at ensuring that scrambled satellite programming is available to backyard earth station owners. A subcommittee vote on the  
(Continued on Page 39)



ABC's "Roseanne" (top), CBS's "Van Dyke Show" (l.) and NBC's "Empty Nest" are three new series slated for the fall schedule.

## Lorimar, Universal supply lion's share of network fare

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—Lorimar Telepictures and Universal Television once again will be the dominant suppliers of prime-time programming to the three networks.

Based on the fall schedules just announced by the networks, the two studios combined will produce 13½ hours of television.

That's roughly equivalent to the output of the next four leading suppliers.

A number of major producers found

themselves totally shut out this year, despite submitting a number of pilots.

For example, Disney didn't sell any of its five pilots for fall, though its family-oriented weekend anthology show jumped from ABC to NBC with the promise that it will become an on-air training ground for possible new series.

The biggest losers in the prime-time derby appeared to be Phoenix Entertainment, which drew a blank despite four pilots, along with Fox and Viacom, both of which didn't get any of their five pilots  
(Continued on Page 39)

## Anti-drug ad plan draws wrath of NAB

By DOUG HALONEN  
Staff reporter

WASHINGTON—The National Association of Broadcasters has declared war on a Senate proposal that would require broadcasters to air paid anti-drug ads.

The proposal calls for placing \$50 million worth of government-made ads on TV, at each local station's lowest unit cost.

"This specific proposal for mandated government access to broadcast facilities is clearly unconstitutional," NAB President Eddie Fritts said of the legislation introduced by Sen. Ernest Hollings, D-S.C., and Sen. John

Danforth, R-Mo., last week.

An NAB spokeswoman added that while the association lauded the effort to fight drug abuse, the broadcasting industry group believed it had to fight "mandatory access" because that could serve as precedent for the government demanding broadcast time to address other important social issues.

Yet a senior Senate committee staffer contended that the access provision was necessary to ensure that the ads reached their target audience. He said he doubted that the provision would be dropped.  
(Continued on Page 39)

## CBS bullish on Olympics move

By RICHARD TEDESCO  
Staff reporter

CBS officials insisted last week that they can turn a profit from the 1992 Winter Olympics, despite the naysayers who say its \$243 million broadcast rights fee is too high.

CBS also agreed to condi-

tions, including restrictions on advertisers, that ABC and NBC had resisted.

Yet Laurence Tisch, president and chief executive officer of CBS, called the Games a "building block" toward putting the network back on top of its broadcast competitors.  
(Continued on Page 39)

## INSIDE:

4

### Trade show start-up

The planned Cinetex fall trade show is having trouble attracting the interest of TV syndicators.

18

### Promoting 'Twilight Zone'

A campaign focusing on the big stars who once acted in Rod Serling's classic brings in new viewers.

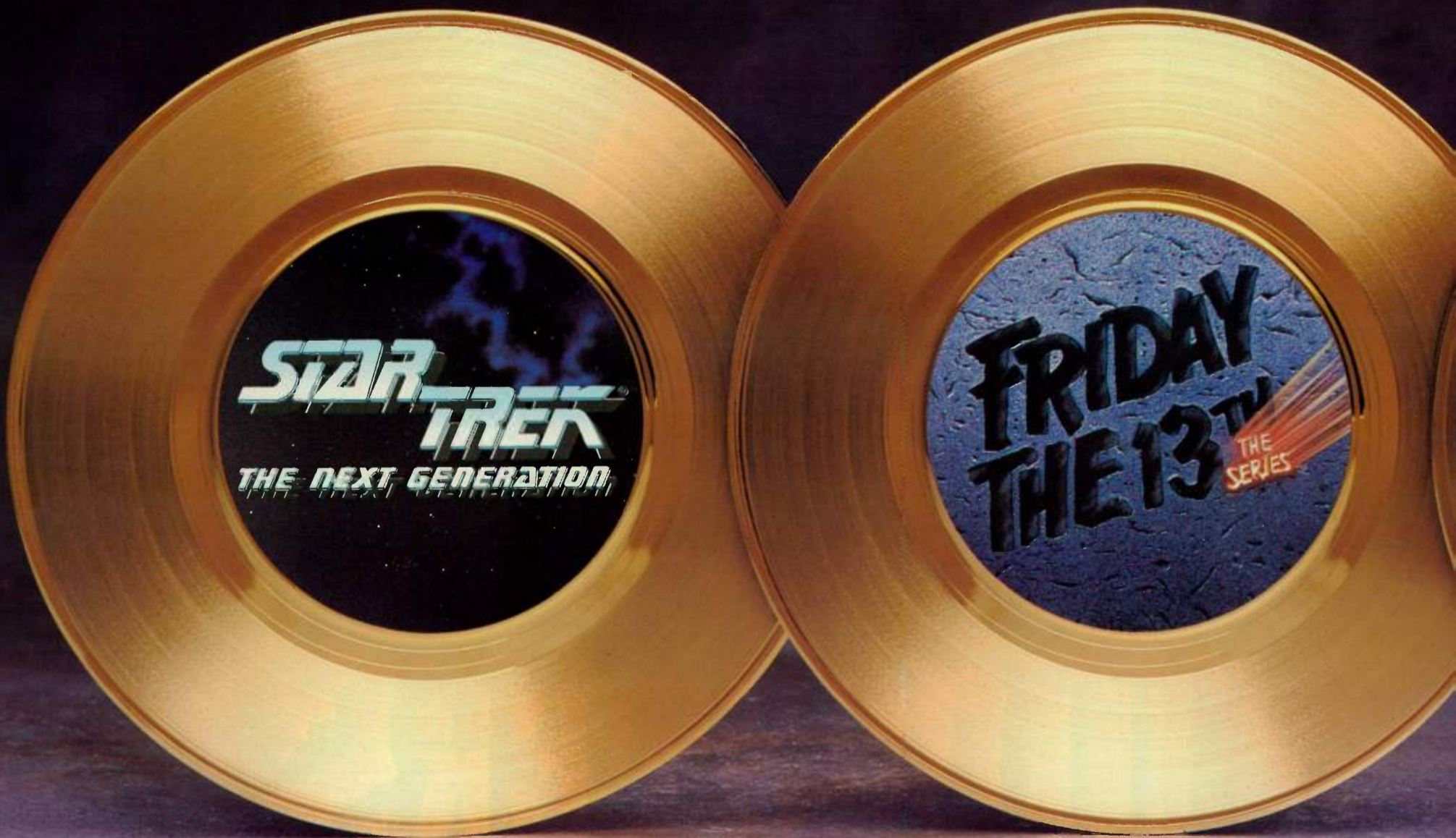
22

### Summit technology

News coverage of the summit in Moscow requires one of the biggest remote broadcast operations ever assembled on Soviet soil.

Janowski to skip CBS books

# One Year Ago, They Were Now They're



This year, the biggest hits in syndication are all on one label.

Paramount.

Beginning with "Star Trek: The Next Generation"—still #1 with men after a record-breaking launch.\*

And if that's not enough to sing about, listen to this: "Friday The 13th" is #2 on the charts, second only to "Star Trek" among men.\* No wonder it's moving to prime time and prime access in 60% of the country this fall.



\*Source: NSS Pocketpiece, Season to date through Feb. 1988 Sweep Period.  
\*\*Source: NSI Cassandra, Feb. 1988 Ranking Report.  
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# ere The Temptations. he Four Tops.



But our record collection doesn't stop there. "Family Ties" went straight to the top in its first syndicated season — first with women and #1 in all households among all sitcoms in off-network syndication.\*\*

And on the flipside, "Cheers" ranks #2 among all syndicated sitcoms and first with men 18-49 as well as men and women 25-54.\*\* You know, with success stories like these, maybe we should have called our shows "The Supremes."



# Congratulations, CBS Sports

CBS sent a powerful and positive signal through its own corridors and through the entire broadcasting industry last week when it bought the television and radio rights to the 1992 Winter Olympics for \$243 million.

With that one bold stroke, the company served notice that it is still very much among the living, despite being buried beneath a thundering avalanche of bad publicity, financial turmoil and sagging ratings in recent times.

Morale inside CBS was sent soaring, we are told, as Laurence Tisch, the company's cost-conscious chief executive, proved himself willing to spend big to win big. If CBS had seemed to be retrenching under his leadership, it suddenly seemed to be moving forward aggressively again. And with cable not part of the Olympics deal, all of broadcasting seemed similarly turned around and re-energized.

The CBS coup left many speculating about whether the deal made any financial sense. Some predicted heavy losses for the network, thanks to such things as time zone difficulties to be presented by the Winter Games' location in Albertville, France.

We would remind naysayers that, though it is true that ABC lost \$65 million on the 1988 Winter

Olympics, it's also true that it paid \$66 million more than CBS is paying for the 1992 Games.

Furthermore, CBS Sports is the same organization that paid what seemed at the time—but no more—to be too much money for the college basketball tournament. CBS gambled, too, on pro basketball when others dared not.

CBS Sports, we might add, is under the command of Neal Pilson, perhaps the shrewdest money manager of all the network sports presidents. It's no accident that his division is probably the most profitable of the network sports organizations.

Much can happen in the fast-changing television industry between now and 1992. CBS, for example, might sell part of its newly acquired Olympics rights to a cable service between now and then. Or the company might enter the cable business itself. And who knows where network ad rates or audience shares will go?

For now, we know only that CBS has scored an enormous public relations victory, and that the company has added a large amount of popular exclusive programming to its repertoire at an intensely competitive time. The promise of such a deal is obvious. We congratulate all who made it happen. #

## LETTERS TO THE EDITOR

### Viewpoint drew interesting parallels

Your April 25 Viewpoint (Page 12) draws some interesting parallels between television and radio during the late 1940s and early 1950s and television and cable today.

Certainly, cable's emergence as a major medium is inevitable as is each medium's dependence upon the other for programming. However, there are some really "sticky differences" you don't mention.

When commercial television first took hold, radio was at its economic zenith. That's not true with television today. Markets differ but, generally, national spot TV is hurting currently and local is running only slightly ahead of last year. Cable is now an economic factor sufficient to offset local's gains in many markets.

While radio advertising budgets gave way to commercial television in its early years, there didn't seem to be the closet approach to buying spot TV then as there is to buying spot cable today.

To illustrate, let me cite two items from a cable study we just completed among media departments at major agencies and buying services in New York and Los Angeles:

1. Most of cable's national and local spot dollars are produced from efficiencies created when broadcast spot schedules are negotiated.

2. When asked by sales personnel about competitive shares for TV spot buys, most media buyers rarely mention that they

bought cable. Only other TV stations are noted.

Certainly, if broadcast is to remain viable and cable is to reach its potential, the open, "complementary" relationship you so accurately refer to in the programming area must become a reality in the daily business of buying and selling time on both mediums.

**Peter E. Fulton**  
partner  
Fulton-Landau Associates  
Los Angeles

### Educator-industry cooperation is key

There has been a plethora of viewpoints and rebuttals regarding the "broadcast education" programs in our colleges and universities, as reflected in devoting nearly the entire "letters" section of the March 28 issue (Page 13) to the subject. Much as I hate to jump on the bandwagon, there are some things that we have learned that might help other educators to rectify the situation.

First of all, bravo to Dr. Robert Spires for his suggestions that the broadcast educators and the industry "mesh." Alvin Community College has always placed a high priority on working with the commercial media, and they in turn have been incredibly helpful.

As a result of their good will and our practices and hard work, we currently supply 18 Houston radio and TV stations with

interns (paid and unpaid) and employees (part- and full-time). Not bad for one of the top 10 markets!

The key? We spend an enormous amount of time getting to know the decision makers at the particular stations. (And with the natural turnover rate we've all come to know and love, the work starts over time and time again.)

Currently, we have 27 individuals on our advisory board that we try to know intimately. That way, when they call us for personnel (be it talent, producer, traffic, production, receptionist, whatever), we can match up our existing potentials with their needs—even the needs they haven't verbalized. How to make it work?

(Continued on Page 16)

### How to write

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

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

Letters may be shortened and grammatical errors corrected.

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

## QUICK TAKES

### What do you think of NBC's fall schedule?



**Mark Barash**  
program director  
WPXI-TV  
(NBC)  
Pittsburgh

"I think NBC played its hand very wisely. They're trying to build new franchises for the future, and I think they're giving the new product excellent opportunities to succeed. I think they're doing a smart thing."



**Diana Richardson**  
director of  
programming and  
marketing  
WLWT-TV  
(NBC)  
Cincinnati

"The feeling we have here is that NBC is light years ahead of the competition in strategy and planning. For our purposes, if the new 10 p.m. shows, 'Midnight Caller' and 'Tattinger's,' have just a touch of what 'L.A. Law' has, we'll be jumping up and down and cheering."



**Art Ludwig**  
vice president  
of programming  
KARE-TV  
(NBC)  
Minneapolis

"I think it's a daring move, but the new schedule looks very good. It's great that NBC keeps trying to stay ahead of the competition and doesn't just sit back and rest."

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chairman/executive committee

**MERRILEE P. CRAIN**  
secretary

**JAMES FRANKLIN**  
vp/finance and administration

**H.L. STEVENSON**  
corporate editor

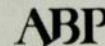
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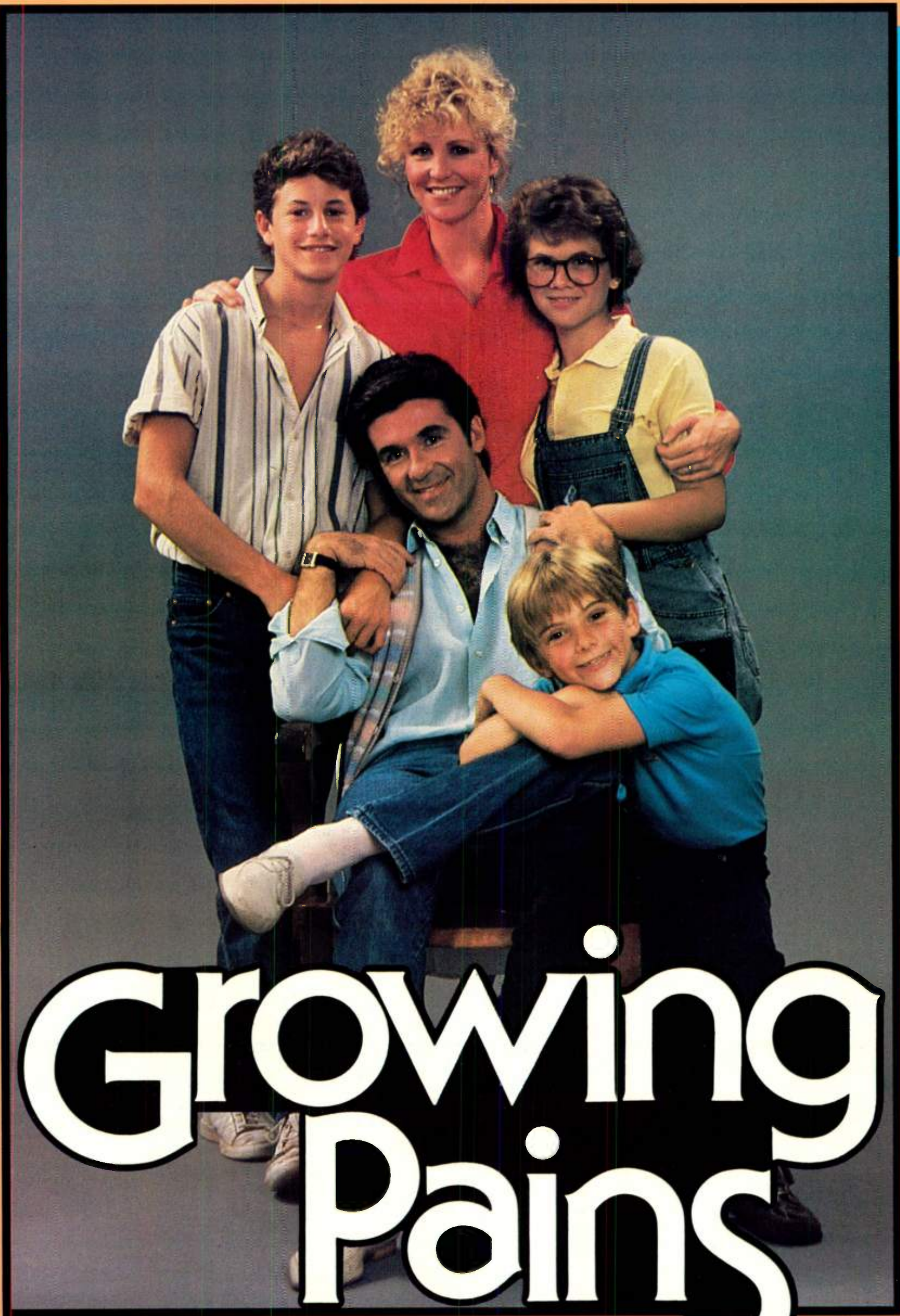
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Don't wait to see us on your competition.



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## LETTERS TO THE EDITOR

# Advertising informs and is essential to capitalism

Dr. Dennis Rohatyn of the University of San Diego, in his comments on what he describes as commercial "con" games, (May 2, Page 12) reminded me of a confrontation I had with a journalism professor just over 30 years ago.

He didn't know what advertising was either. It's disappointing to discover that in 30 years, the level of expertise in our colleges and universities hasn't risen above diatribe.

Actually, a man by the name of William Wrigley described what advertising is just about as well as it's ever been described. At the apex of his success, (so the story goes) he was returning from New York to Chicago in the company of a new young executive who had accompanied him during his meeting with the advertising agency that handled the Wrigley account.

The young executive had been astonished at the enormous sum of money Mr. Wrigley had committed to advertising and suggested that perhaps, since Mr. Wrigley already owned

about 80 percent of the chewing gum market, those funds might better be diverted to profit.

Mr. Wrigley asked the young man if he knew how fast the train they were on was going. "70 miles an hour," the young man volunteered. "How long do you think it will continue to go 70 miles an hour if you cut the engine loose?" he asked. History records no reply.

If the story isn't true, it ought to be, because that's what advertising is—it is the engine of commerce.

The history of advertising is the history of the greatest economic growth the world has ever known.

It is not capitalism's answer to anything. It is, in fact, the very thing that defines capitalism.

Advertising is information, pure and simple. It is information about new products, new services and new ideas. It is information about old products in new packages at lower prices

(or higher prices).

It is information dressed up in its finest Sunday best (Miller Brewing Co.'s 60-second Christmas Card) or dressed down to sweat-shirts and jeans (every used car commercial that uses some guy in a cowboy hat). It is information about things we need (food, shelter and clothing) and about things we want (a trip to Hawaii, a BMW or twins chewing Wrigley's gum).

It is information that is entertaining (Joe Piscopo or Bud Light or anything by Stan Freberg).

It is information that is disgusting (Obsession for men).

But regardless of the package, it is just plain, old (well, perhaps not so plain or old) information . . . information we would be sorely put to do without.

Unless, of course, we were willing to accept the kind of life characterized by those who must settle for propaganda instead of infor-

mation.

During my life I have written, produced, directed or voiced literally thousands of commercials, among them two Clio winners and two national traffic safety winners (Alfred P. Sloan and the National Safety Council). I am not proud of all of them, but then I am not ashamed of any of them.

Am I embarrassed, even a little, by the "amounts of money, time and human energy spent (or wasted)" on these efforts? Not a smidgen.

But if I were Dennis Rohatyn, I would be terribly embarrassed to let the whole world know that a doctor of philosophy has spent (or wasted) all that time, energy and money on education and still doesn't know the first thing about advertising or capitalism.

**Joe Meier**  
president  
Insight Services  
Fruit Heights, Utah

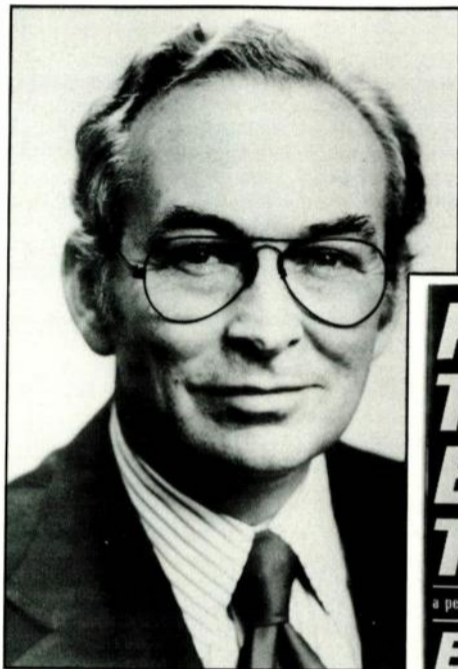
## Joyce paints inaccurate Rather portrait

Someone needs to telephone Ed Joyce and have him go remove the hatchet from Dan Rather's back. I have read excerpts from his next book in ELECTRONIC MEDIA (April 18, Page 20) and one other place, and the portrait of Dan Rather painted in what I have read is not one of the same man for whom I worked briefly in 1981.

I worked as a news clerk on "The CBS Evening News" for about five months in 1981, starting not long after Rather took over the anchor's chair. He never failed to be friendly, kind and thoughtful to me, and I saw the same treatment of other people on the broadcast. He even indulged me in some talk of Texas politics and his days as a reporter in Texas.

I am sure the private Dan Rather, the one who dealt with correspondents, producers and executives, was different from the one I saw, but he doesn't deserve having Ed Joyce dump CBS's problems at his feet. What was Mr. Joyce doing during this time, when he wasn't making notes for his kiss-and-tell book?

**David Rankin**  
vice president for public affairs  
KURV-AM  
Edinburg, Texas



ED JOYCE



## Educator-industry cooperation is key

(Continued from Page 12)

- Keep in the field. Free-lance if possible. We place so much importance on this that it's common for our faculty and staff to have internships themselves. Last year, two of our staff members interned at a production house and a Houston TV station. We keep current, make contacts and can get a feel for what type of personnel they want and need.

They get good work and the knowledge that they are taking the first step in helping future broadcasters. After the internships were over, we could orient specific students right down to the tiniest detail. And presto, we had another outlet for interns and/or employees.

- If you can't free-lance or intern yourself, at least keep up to date with your contacts in the field. Go through your Rolodex and touch base monthly.

- Establish an advisory board, and actually work with them. Send out professionally designed newsletters explaining what you're doing, your equipment, your instructors. The professionals need to feel as though they know you and can trust you.

- Make it easy. Once we know each other, a program director or general manager or whomever we've worked with can call us with the specifics of the position they need, be it paid or unpaid. We take care of getting the details, locating people that fit the bill, giving them specific training on the job if necessary, making the appointment, sending authorization forms and whatever else is desired.

- Hire commercial professionals

to teach part time for your department. That way they (and their station) have a vested interest in turning out quality students and helping them break into the field.

- Attend everything. It's the personal touch that makes it easy to call us. We go to, and belong to, organizations such as the Houston Association of Radio Broadcasters and the Houston Advertising Federation. You have to be able to socialize as well as work with the media to have a truly comfortable relationship.

- Make sure your students get both theory and practical experience. One without the other is useless in the long run.

- Every prospective intern or employee should be treated as a professional referral. The first time you send out a bozo, you lose your credibility. Although this college has required internships in the radio-TV programs, occasionally there are students that will do an internship in-house rather than in the commercial media.

There are other practices that we've learned in the past 10 years, and we'd be happy to share them with other colleges and universities (thus the purpose of this letter), along with copies of our newsletters, intern guidelines, employee referral system, etc.

The bottom line is that it's a lot of work that goes above and beyond the call of duty. But isn't that what we're here for?

**Cathy Cason Forsythe**  
general manager, KACC-FM  
chairman, department  
of communication  
Alvin Community College  
Alvin, Texas

## Our school emphasizes practical experience

I have been reading with great interest the discussion over the training of our future broadcasters. I feel that my students have a great advantage, since the emphasis in our program is on the practical.

Our FM station, which broadcasts continuously throughout the year, has some of the best broadcasting equipment available today.

Our station, although small, is supervised by other students who program, report news, do play-by-play, promote, underwrite and produce.

This hands-on training allows the student to get a "real" feeling of what it's like to work at a radio station.

Another important element is internships, where students can work in the field with broadcasters and fine-tune their skills and perceptions.

I am not de-emphasizing the classroom, since the theoretical allows students to think and analyze. All of these opportunities are available at our college, and many others throughout the country, but the commitment the student has to his/her future is the key.

Without that commitment, dedication, enthusiasm and sacrifice, then the future may not be so bright.

I also want to thank the many broadcasters throughout the country for writing ELECTRONIC MEDIA and expressing how they feel.

**Alan H. Frank**  
director of radio  
Curry College  
Milton, Mass.

## Improved radio 'super receiver' must not be wimp

The NAB's recent inking of a development contract with engineer Richard Sequerra to design a new improved super receiver is good news.

This important work could set the technical standards for radio and effect the economic viability for decades by creating more parity between the bands. America has been on the cutting edge in developing technology for the world marketplace.

Where products end up being manufactured is a different story.

Since radio is the only universal global mass communications medium, this NAB "Super Radio" must set the world's quality standard—second to none, and universal in scope, useable in any country on earth and listener friendly.

It is mandatory that continuous reception coverage include the AM international HF broadcast bands, 49, 41, 25, 21, 19, 16, 12, 11 meter bands and long wave in stereo.

All of the above spectrum bytes could easily and with no extra cost be included into the digital tuner—just a simple button push to access global bands as well as local AM or FM.

Our broadcast industry is second to none, anywhere on earth. We must not miss the boat; the so-called "super receiver" must not be a "wimp."

**H. Dickson Norman**  
founder  
NDXE Global Radio  
Opelika, Ala.

## Check your geography

Your continuing coverage of international broadcasting (April 25 issue, Page 42) is admirable. Americans can truly benefit by taking a less parochial view of their industry.

But I surely hope they don't rely on your sense of geography.

Your map of Canada shows Montreal where Toronto sits. Imagine the surprise of the CBC, which will have to make some hasty adjustments in programming.

And pity the poor Swiss PTT, which finds that the capital city of Bern has been overrun by the Germans and renamed "Bonn," the German capital that sits on the Rhine.

If you can't get some simple geography correct, are we to trust the rest of ELECTRONIC MEDIA's reporting?

**Jim Cameron**  
president  
Cameron Communications  
New York

**IMAGINE . . .**

**STING**

**WHITNEY HOUSTON**

**GEORGE MICHAEL**

**PHIL COLLINS**

**DIRE STRAITS**

**EURYTHMICS**

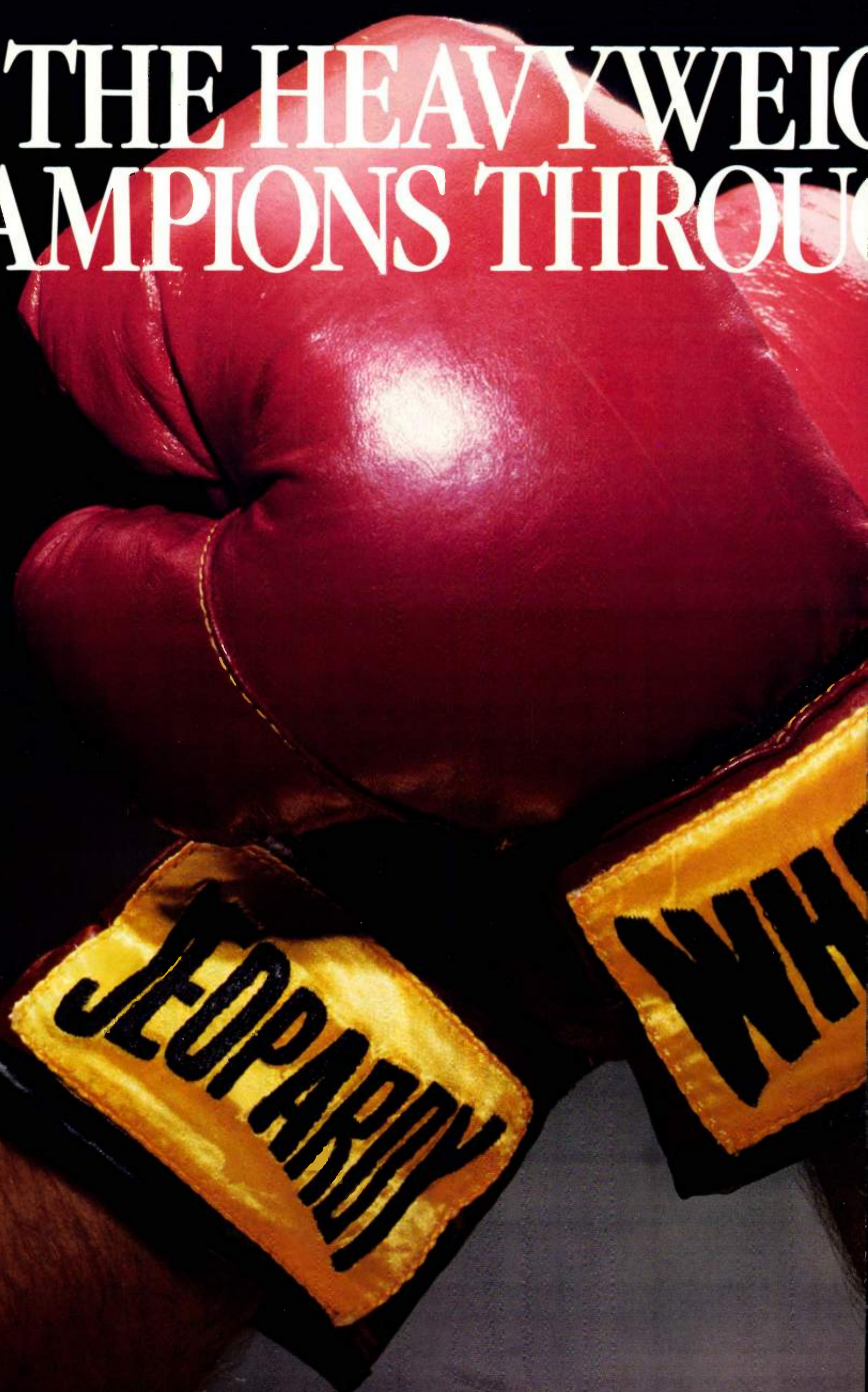
**WHOOPI GOLDBERG**

**SIMPLE MINDS**

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**CHRISSIE HYNDE**

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## 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
WJLA, Washington, D.C.	Petry	Allbritton Comm.	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
KOIN, Portland	HRP	Lee Enterprises	CBS
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
WSAZ, Charleston-Huntington	Katz American	Lee Enterprises	NBC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
WALA, Mobile-Pensacola	HRP	Knight-Ridder	NBC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WTOL, Toledo	MMT	Cosmos Broadcasting	CBS
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
WFIE, Evansville	HRP	Cosmos Broadcasting	NBC
WAFB, Baton Rouge	Katz Continental	WAFB Television, Inc.	CBS
KOLN, Lincoln	MMT	Busse Broadcasting	CBS
WCTI, Greenville-New Bern	Petry	Diversified Comm.	ABC
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
KSNF, 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
WTVA, Columbus-Tupelo	Katz Continental	WTWV, Inc.	NBC
WSEE, Erie	MMT	Keystone Broadcasting	CBS
KFSM, Ft. Smith	Katz Continental	NY Times 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

## CONVENTION NOTEBOOK

The following are items released by the Federal Communications Commission from May 19 to May 25.

## Radio station sales

**City and station:** Savannah, Ga., WSGA 1400 AM (1,000 watts daytime, 250 watts nighttime), and WZAT-FM 102.1 FM (100,000 watts).  
**Seller:** WSGA Inc., Savannah, Ga.  
**Buyer:** Carl Marocci, Clearwater, Fla.  
**Price:** \$3 million.

**Notes of interest:** At time of filing, Mr. Marocci was 100 percent owner of WGUL-FM in New Port Richey, Fla., and WGUL-AM in Dunedin, Fla.  
**Date granted:** April 26.

**City and station:** Desert Center, Calif., KZAL 102.3 FM (58,000 watts).  
**Seller:** Desert Center Broadcasters, Lake Havasu City, Ariz.  
**Buyer:** Desert Broadcasting Corp., Washington, Eugene White, vice president, 40 percent voting stock; Ralph Savage, treasurer, 40 percent voting stock; Wolfram Dochtermann, president, 20 percent voting stock.

**Price:** \$190,000.  
**Notes of interest:** At time of filing, Mr. Dochtermann was 20 percent shareholder of Vista Communications, permittee of KPSL-AM, Palm Springs, Calif.  
**Date granted:** May 6.

**City and station:** Houghton, Mich., WAAH 102.3 FM (3,000 watts).  
**Seller:** Finlapiander Broadcasting, Columbus, Ga.  
**Buyer:** WAAH Acquisition Partnership, Columbus, Ga., Eugene White, general partner, 50 percent partnership; Ralph Savage, general partner, 50 percent partnership.  
**Price:** \$2,500.  
**Date granted:** May 10.

**City and station:** Honesdale, Penn., WDNH 1590 AM (2,500 watts daytime), and WDNH 95.3 FM (3,000 watts).  
**Seller:** WAEN Broadcasting Corp., Honesdale, Penn.  
**Buyer:** WDNH Broadcasting Corp., Honesdale, Penn., Edward Histed, president, 50 percent voting stock; George Schmitt, secretary/treasurer, 50 percent voting stock.  
**Price:** \$1.4 million.  
**Date granted:** May 10.

**City and station:** Capitola, Calif., KNZS 1540 AM (10,000 watts).  
**Seller:** KMFO Radio, Monterey, Calif.  
**Buyer:** John Frankhouser Jr., Lubbock, Texas.  
**Price:** \$2.85 million.  
**Notes of interest:** At time of filing, Mr. Frankhouser was 20 percent owner of KEND-AM and KLLL-FM in Lubbock, Texas, and was 10 percent owner of KAMA-AM and KAMZ-FM in El Paso, Texas.  
**Date granted:** May 12.

**City and station:** Seaside, Calif., KMBY 107.1 FM (910,000 watts).  
**Seller:** KMBY Radio, Monterey, Calif.  
**Buyer:** John Frankhouser, Lubbock, Texas.  
**Price:** \$0.00.  
**Notes of interest:** At time of filing, Mr. Frankhouser was 20 percent owner of KEND-AM and KLLL-FM, Lubbock, Texas.  
**Date granted:** May 12.

**City and station:** Rochester, N.Y., WYNR 990 AM (1,000 watts daytime, 250 watts nighttime), and WEZO 101.3 FM (27,000 watts).  
**Seller:** Dorton Broadcasting of Rochester, Bloomfield Hills, Mich.  
**Buyer:** Atlantic Ventures of Rochester Limited Partnership, Manchester, Mass.  
**Price:** \$5,315 million.  
**Notes of interest:** At time of filing, Atlantic Ventures Corp. owned 100 percent of Atlantic Ventures of Rochester. Atlantic Ventures Corp. officers and owners included Steven Dodge, chairman, chief executive officer; Eric Schultz, president, chief operating officer and 48 percent owner; Joseph L. Winn, executive vice president, chief financial officer and 32 percent owner.  
**Date granted:** May 12.

**City and station:** Gloucester, Mass., WVCA 104.9 FM (3,000 watts).  
**Seller:** Simon Geller, Gloucester, Mass.  
**Buyer:** Douglas Tanger, Boston, Mass.  
**Price:** \$1 million.  
**Notes of interest:** At time of filing, Mr. Tanger was 33 percent stockholder of Lyra Corp., one of the three general partners of Marlin II Limited Partnership, licensee of WQRS-FM, Detroit. Mr. Tanger was also 80 percent stockholder of Hawthorne Communications Corp., the sole general partner of Hawthorne Communications Limited Partnership, licensee of WCLZ-AM and WCLZ-FM, Brunswick, Maine.  
**Date granted:** May 13.

**City and station:** Geneseo, N.Y., WLMO 1600 AM (1,800 watts daytime, 620 watts nighttime).  
**Seller:** Lowell Conrad and Morris Levy, Geneseo, N.Y.  
**Buyer:** Alan Burke, Newark, N.Y.  
**Price:** \$5,709.21  
**Date granted:** May 13.

**City and station:** Albany, N.Y., WOKO-AM, and WGNA 107.7 FM (8,800 watts).  
**Seller:** Team One Radio, Norwalk, Conn.  
**Buyer:** WOKO/WGNA, c/o Barnstable Broadcasting, Waltham, Mass., Albert Kaneb, vice president, treasurer and 80 percent voting stock.  
**Price:** \$5.25 million.

**Notes of interest:** At the time of filing, Mr. Kaneb owned 100 percent of the licensee of the following: WHLI-AM/WKJY-FM, Hempstead, N.Y.; WGKX-FM, Memphis; KSSN-FM, Little Rock,

## Key FCC actions

**FCC reinstates program exclusivity rules for broadcasters.** General Docket 87-24. Report DC-1171, Action in the Docket Case. Reinstated its syndicated programing exclusivity rule for broadcasters. Action by the Commission May 18 by report and order, FCC 88-180.

**The FCC has upheld a Dec. 9, 1986, ruling by the Mass Media Bureau, denying an informal objection by the Virginia State Unit of the Southern Christian Leadership Conference against the license renewal application of WTVR-TV, Richmond, Va. Action by the Commission May 17 by memorandum opinion and order, FCC 88-177.**

**Templeton, Calif.** Granted application of William L. Zawilla for a new AM station at Templeton. Mass Media Docket 88-92, by Summary initial decision, FCC 88D-16, issued May 11 by ALJ Walter C. Miller.

**FCC approves assignment of licenses of WQXY-AM and WQXY-FM, Baton Rouge, La., from Encore Communications to Vetter Communications, Report Mass Media-323, Mass Media Action. Action by the Commission May 18 by letter, FCC 88-181.**

**FCC approves transfer of control of Southwest Kansas Television Co., KTVC, Ensign, Kan., to NUCO TV Inc., Report Mass Media 325, Mass Media Action. The Commission has approved the transfer of control of Southwest Kansas Television Co., licensee of KTVC (Channel 6, CBS) at Ensign, Kan., from Sidney Warner, Executor of the Estate of Leigh Warner, Deceased, to NUCO TV Inc. Action by the Commission May 19 by memorandum opinion and order, FCC 88-184.**

**Maryland, Virginia.** District of Columbia radio renewals must be filed by June 1, 1988. Contact: Barbara Kreisman at (202) 634-6491.

**South Padre Island, Texas.** Approved settlement agreement and dismissed with prejudice the application of Susan Lundborg; granted amendment to the application of Rio Bravo Ltd. substituting Rio Bravo Broadcasters as the applicant; granted the application of Rio Bravo Broadcasters for a new FM station on Channel 237A (95.3 MHz) at South Padre Island; and terminated the proceeding. By memorandum opinion and order, May 3, Mass Media Docket 87-561.

**Ketchum, Okla.** Approved settlement agreement and dismissed with prejudice the applications of Gary Scott Lanier and Quinton D. Burge Jr.; granted the application of LeeMay Broadcasting Services for a new FM station on Channel 298C2 (107.5 MHz) at Ketchum; and terminated the proceeding. By memorandum opinion and order, May 3, Mass Media Docket 88-106.

**Cedar Rapids, Iowa.** Approved settlement agreement merging the applications of Cedar Rapids Broadcasting and Family Broadcasting and dismissed with prejudice the application of Cedar Rapids Broadcasting; granted request by Family to amend its application; granted the merged application of Jefferson Broadcasting Company for a new UHF television station on Channel 48 at Cedar Rapids; and terminated the proceeding. By memorandum opinion and order, May 18, Mass Media Docket 87-495.

**Rutland, Vt.** Approved settlement agreement and dismissed with prejudice the application of Rutland Community Broadcasting; granted the application of Edward Pickett and Carole Pickett, A General Partnership, for a new FM station on Channel 233A (94.5 MHz) at Rutland; and terminated the proceeding. By memorandum opinion and order, May 13, Mass Media Docket 88-10.

**Warren, Vt.** Granted request by the Mass Media Bureau and deleted the environmental issue designated against Mountain

Media; conditionally granted Mountain Media's application for a new FM station on Channel 241A (96.1 MHz) at Warren; and terminated the proceeding. By Summary Decision, FCC 88D-15, May 5, Mass Media Docket 88-38.

**Gaston, N.C.** Approved settlement agreement and dismissed with prejudice the application of M&S Broadcasting; granted the application of George W. Draper for a new FM station on Channel 250A (97.9 MHz) at Gaston; and terminated the proceeding. By memorandum opinion and order, May 9, Mass Media Docket 87-514.

**Karns, Tenn.** Approved settlement agreement and dismissed with prejudice the application of Beaver Ridge Communications; granted the application of John Strelitz for a new FM station on Channel 226A (93.1 MHz) at Karns; and terminated the proceeding. By memorandum opinion and order, May 6, Mass Media Docket 87-343.

**Matewan, W.Va.** Approved settlement agreement between Three States Broadcasting Co. and Hometown Broadcasting of Matewan and dismissed with prejudice the application of Hometown of Matewan; granted the application of Three States for a new FM station on Channel 294A (106.7 MHz) at Matewan; and terminated the proceeding. By memorandum opinion and order, May 3, Mass Media Docket 88-101.

**Holyoke, Colo.** Allotted Channel 222C2 (92.3 MHz) to Holyoke as its first local broadcast service. The filing window opens July 11, closes Aug. 10. Mass Media Docket 87-283, Delegated Authority 88-721.

**Steamboat Springs, Colo.** Substituted Channel 245C2 (96.9 MHz) for Channel 244A (96.7 MHz) at Steamboat and modified the license of KSBT-FM to specify operation on the higher-powered channel. Mass Media Docket 87-259, Delegated Authority 88-724.

**Cannelton, Ind.** Allotted Channel 275A (102.9 MHz) to Cannelton as its first FM service. The window opens July 11, closes Aug. 10. Mass Media Docket 87-416, Delegated Authority 88-725.

**Lisbon, N.H.** Allotted Channel 244A (96.7 MHz) to Lisbon as its first FM service. The window opens July 11, closes Aug. 10. Mass Media Docket 87-509, Delegated Authority 88-722.

**Canton, N.Y.** Allotted Channel 268A (101.5 MHz) to Canton as its second local FM service. The window opens July 11, closes Aug. 10. Mass Media Docket 87-510, Delegated Authority 88-723.

**Lewisburg, W.V.** Effective June 24, amended the TV Table by allotting UHF TV Channel 59 to Lewisburg as its first local commercial TV service. Mass Media Docket 87-279 by Report and Order, Delegated Authority 88-720, adopted April 18 by the Deputy Chief, Policy and Rules Division.

**Albany, Minn.** FCC upholds Review Board's dismissal of Stearns County Broadcasting's application in the Albany, Minn., FM case for violating ex parte rules. Mass Media Docket 84-1236 by Order, FCC 88-173, adopted May 13 by the commission.

**Murray, Ken.** Dismissed petition of West Kentucky Broadcasting Associates to allot Channel 284A (104.7 MHz) to Murray, for lack of continuing interest. Mass Media Docket 87-366 by Report and Order, Delegated Authority 88-738, adopted April 18 by the Deputy Chief, Policy and Rules Division.

**Vassar, Mich.** Approved settlement agreement between Michael Shumpert and Don Barden and dismissed with prejudice the FM application of Don Barden. By memorandum opinion and order, May 13, Mass Media Docket 88-97.

**Ark.; WSLR-AM/WKDD-FM, Akron, Ohio; and WHOM-FM, Mt. Washington, N.H.**  
**Date granted:** May 13.

**City and station:** Rifle, Colo., KWWS 810 AM (1,000 watts daytime), and KWWS 105.3 FM (100,000 watts).  
**Seller:** Servant Communications, Rifle, Colo.  
**Buyer:** Sun Media Corp. of Colorado, Albuquerque, N.M., Steven Humphries, chairman, president and 100 percent voting stock.  
**Price:** \$0.00.  
**Date granted:** May 9.

**City and station:** Lincoln, Neb., KLMS 1480 AM (5,000 watts daytime, 1,000 watts nighttime), and KFMO 101.9 FM (100,000 watts).  
**Seller:** Woodward Communications, Dubuque, Iowa.  
**Buyer:** Midwest Communications of Nebraska, Schofield, Wis., which is owned by Midwest Communications Inc., Ducey Wright, president and 92 percent voting stock.  
**Price:** \$2.2 million.

**Notes of interest:** At the time of filing, Mr. Wright was 100 percent owner of WRIG-AM/WDEZ-FM, Wausau, Wis. Midwest Communications Inc. was licensee of WGEE-AM/WIXX-FM, Green Bay, Wis. Midwest Communications of Iowa, a subsidiary of Midwest Communications Inc., was licensee of KIOA-AM/KDWZ-FM, Des Moines, Iowa. WKKQ Inc., another subsidiary, was li-

ensee of WKKQ-AM, WTBX-FM, Hibbing, Minn.  
**Date granted:** May 11.

**City and station:** Sulphur, Okla., KSDW 100.9 FM (3,000 watts).  
**Seller:** Stanley Sussman, Sulphur, Okla.  
**Buyer:** Murray County Broadcasting, Marlow, Okla., Raymond McGrew, president, 80 percent owner.  
**Price:** \$45,000.  
**Date granted:** May 6.

**City and station:** Atlanta, Ga., WPBD 640 AM (50,000 watts daytime, 1,000 watts nighttime).  
**Seller:** Phoenix City Broadcasting Ltd. of Atlanta, Atlanta.  
**Buyer:** Jefferson-Pilot Communications Co., Charlotte, N.C.  
**Price:** \$0.00.

**Notes of interest:** At time of filing, Jefferson-Pilot was the licensee of WBT-AM/WBCY-FM and WBT-TV in Charlotte, N.C.; WQXI-AM in Atlanta; WQXI-FM in Smyrna, Ga.; KIMN-AM/KYGO-FM in Denver, Colo.; WNWS in South Miami, Fla.; WLYF-FM in Miami, Fla.; KSON-AM and KSON-FM in San Diego, Calif. It also owned all the stock of Jefferson-Pilot Communications Co. of Virginia, licensee of WWBT-TV, Richmond, Va.  
**Date granted:** April 18.

**City and station:** Worthington, Minn., KWOA 730

AM (1,000 watts daytime), and KWOA 95.1 FM (100,000 watts).  
**Seller:** Worthington Broadcasting Co., Worthington, Minn.  
**Buyer:** Donald and Janet Rabbitt, Fond Du Lac, Wis.  
**Price:** \$1.488 million.  
**Date granted:** May 13.

**City and station:** Cazenovia, N.Y., WJWJ 980 AM.  
**Seller:** Royal Associates, North Syracuse, N.Y.  
**Buyer:** Alan Burke, Newark, N.Y.  
**Price:** \$0.00.  
**Date granted:** May 13.

**City and station:** Lynchburg, Tenn., WTNX 1290 AM (1,000 watts daytime).  
**Seller:** Moore County Radio Co., Tullahoma, Tenn.  
**Buyer:** Michael Gliner, Fort Mill, S.C.  
**Price:** \$28,000.  
**Notes of interest:** Mr. Gliner is president and minority shareholder in KGOL-AM, Humble, Texas; WLQV-AM, Detroit; and WBIV-AM, Natick, Mass. He is also permittee of new AM stations in Atlantic Beach, S.C.; Gladstone, Mo.; Fairview, N.C.; and Florence, S.C., and sole shareholder of the licensee of WQCC-AM, Charlotte, N.C.  
**Date granted:** May 13.

**City and station:** Independence, Calif., KESR 600 AM (1,000 watts daytime).  
**Seller:** Eastern Sierra Broadcasters, Libby, Mich.  
**Buyer:** James Lane, Bishop, Calif.  
**Price:** \$8,000.  
**Notes of interest:** Mr. Lane owns a 35 percent interest in BJM Communications.  
**Date granted:** May 16.

**City and station:** Great Falls, Mont., KXGF-AM and KAAK 98.9 FM (100,000 watts).  
**Seller:** Cardon Broadcasting, Great Falls, Mont.  
**Buyer:** Sunbrook Communications Limited Partnership, Spokane, Wash. Sunbrook Communications Corp., 22 percent partner; Centennial Business Development Fund, 46.5 percent partner; SLK-1986, 29 percent partner.  
**Price:** \$567,620.  
**Notes of interest:** Sunbrook Communication Corp. owns the licensees of KGRZ-AM/KDXT-FM, Missoula, Mont., and KXTL-AM/KQUY-FM, Butte, Mont.  
**Date granted:** May 16.

**City and station:** Big Spring, Texas, KWKI 1270 AM (1,000 watts daytime), and KWKI 95.3 FM (1,800 watts).  
**Seller:** Michael Hankins, Receiver, Big Spring, Texas.  
**Buyer:** Big Spring Radio, Irving, Texas. Connie Thigpen, president, 100 percent voting stock.  
**Price:** \$440,000.  
**Notes of interest:** The principals of Big Spring Radio are also principals of Fiduciary Broadcasting Corp., licensee of KVIV-AM, El Paso, Texas.  
**Date granted:** May 16.

**City and station:** Baton Rouge, La., WQXY 910 AM (1,000 watts), and WQXY 100.7 FM (100,000 watts).  
**Seller:** Encore Communications Associates, Limited Partnership, West Palm Beach, Fla.  
**Buyer:** Vetter Communications Co., Baton Rouge, La., Cyril Vetter, president, chairman and 100 percent owner.  
**Price:** \$5 million.  
**Notes of interest:** Vetter Communications is the licensee of WVLA-TV, Baton Rouge, La. Mr. Vetter holds 100 percent of the stock of Foxco Acquisition Corp., licensee of KFXZ-FM, Maurice, La.  
**Date granted:** May 18.

**City and station:** Lakeport, Calif., KWTR 1270 AM (500 watts daytime) and KXBX 98.3 FM (3,000 watts); Santa Rosa, Calif., KWFN 1460 AM (1,000 watts daytime) and KVRE 101.7 FM (3,000 watts); Springfield, Oregon, KZAM 1320 AM; and Cresswell, Oregon, KZAM 95.3 FM (3,000 watts).  
**Seller:** Visionary Radio Euphonics of Lake County, Santa Rosa, Calif.  
**Buyer:** Keffco Inc., Woodland Hills, Calif. James Kefford, president; Forge America, 100 percent voting stock.  
**Price:** \$5.4 million.  
**Date granted:** May 19.

**City and station:** Ft. Bragg, Calif., KOZT 95.3 FM (1,230 watts).  
**Seller:** Mendocino Coast Wireless Co., Santa Rosa, Calif.  
**Buyer:** Keffco Inc., Woodland Hills, Calif. James Kefford, president; Forge America, 100 percent voting stock.  
**Price:** \$5.4 million.  
**Date granted:** May 19.

**City and station:** Delta, Colo., KLDR 95.3 FM (3,000 watts).  
**Seller:** Donrey Inc., Fort Smith, Ark.  
**Buyer:** Monument Broadcasters, a Colorado Partnership, Grand Junction, Colo. James Spehar, 51 percent partner.  
**Price:** \$625,000.  
**Date granted:** May 19.

**City and station:** Los Ranchos De Albuquerque, N.M., KTLN-AM.  
**Seller:** Joe Bergumen, et al, Albuquerque, N.M.  
**Buyer:** Sun Media Corp. of New Mexico, Albuquerque, N.M. Anthony Maisel, chairman, 55 percent voting stock; Steven Humphries, president, 45 percent voting stock.  
**Price:** \$490,951.  
**Date granted:** May 19.

## TV station sales

**City and station:** Alexandria, La. KLAX-TV, Channel 31.

**Seller:** Thomas McBride, trustee, Alexandria, La.  
**Buyer:** Pollack/Belz Communications Co., Memphis, Tenn., William Pollack, president and 33 percent owner; David Pollack, secretary/treasurer and 33 percent owner; and Martin Belz, executive vice president and 33 percent owner.  
**Price:** \$1.1 million.  
**Notes of interest:** At time of filing, William Pollack and David Pollack each owned 25 percent of Pollack Broadcasting Co., licensee of KOSE-AM and KWLN-FM, Osceola, Ark.  
**Date granted:** May 13.

## Proposed stations

**Location:** Oxnard, Calif.  
**Station:** 102.1 FM.  
**Applicants:** B.F.J. Timm, Tallahassee, Fla. Raymond Clanton, Oxnard, Calif. Filkins Broadcasting, Oxnard, Calif. Vince Lee Broadcasting Ltd., Santa Barbara, Calif. Spanglish Communications, Oxnard, Calif. Peacock Broadcasting, Lodi, Calif. Channel Islands Sound, St. Louis. The Pacific FM Limited Partnership, Woodland Hills, Calif. Townsend Broadcasting, Channel Islands, Calif. Arthur Liu, New York. Kext Broadcasters, Oxnard, Calif. Sherri McKinnon, Redondo Beach, Calif. Radio Oxnard Limited Partnership, Oxnard, Calif.

**Location:** Greer, S.C.  
**Station:** 103.3 FM.  
**Applicants:** Greer Communications Limited Partnership, Spartanburg, S.C. Piedmont Broadcasting Co., Knoxville, Tenn. Greer Broadcasting Co., Greer, S.C. Pinnacle Communications Group, Greer, S.C.

**Location:** Virginia Beach, Va.  
**Station:** 102.1 FM.  
**Applicants:** First Century Broadcasting of Virginia, Virginia Beach, Va. Virginia Beach FM Radio Limited Partnership, Norfolk, Va. Stacy Brody, Virginia Beach, Va. The Chesapeake Bay FM Broadcasters Limited Partnership, Hampton, Va. Regional Broadcasting Limited Partnership, Virginia Beach, Va. Chesapeake Media Communications Corp., Suitland, Md. Pamela Jones, Baltimore, Md. Sanddler Spectrum Corp., Evergreen, Colo. Coast of Virginia Broadcasters Limited Partnership, Virginia Beach, Va. VPC Ltd., Baltimore, Md. HS Communications, McLean, Va. Roi Ewell, Hampton, Va. New Song Communications, Norfolk, Va.

**Location:** Phoenix, N.Y.  
**Station:** 102.1 FM.  
**Applicants:** Class A Communications, Liverpool, N.Y. Tia Soliday, Warners, N.Y. Jerrel Kautz and Sinan Mimaroglu, a Partnership, Syracuse, N.Y. Robert Short Jr., Syracuse, N.Y. Phoenix FM Broadcasters Limited Partnership, New York.

**Location:** Sylvester, Ga.  
**Station:** 102.1 FM.  
**Applicants:** Thomas Lawhorne, Sylvester, Ga. Sylvester Communications Limited Partnership, Sylvester, Ga. Cam-Broadcasting, Sylvester, Ga.

**Location:** Lindsay, Calif.  
**Station:** 103.3 FM.  
**Applicants:** Lindsay FM Radio, San Francisco, Calif. Lindsay Broadcasting, Garden Grove, Calif. Lindsay Broadcasting Co., Kensington, Calif. Leo Kesselman, Los Gatos, Calif.

**Location:** Cape Vincent, N.Y.  
**Station:** 94.7 FM.  
**Applicants:** Linda Ward, Columbia, S.C. Mars Hill Broadcasting Co., Syracuse, N.Y.

**Location:** Ford City, Calif.  
**Station:** 102.1 FM.  
**Applicants:** Ford City Broadcasting Co., Kensington, Calif. Ford City Broadcasting, Garden Grove, Calif.

**Location:** Graceville, Fla.  
**Station:** 102.1 FM.  
**Applicants:** Lina Parish, Graceville, Fla. Graceville Panhandle Broadcasting Ltd., Santa Rosa Beach, Fla.

**Location:** Holly Hill, Fla.  
**Station:** 103.3 FM.  
**Applicants:** Intermarkt Broadcasting (Holly Hill), Jacksonville, Fla. King-Holly Hill Ltd., Melbourne, Fla. Central Florida Communications Group, Daytona Beach, Fla. A. Wayne Atchley, Orange City, Fla. Morback Communications, a General Partnership, Miami, Fla. Holly Hill Radio Partners, Ponce Inlet, Fla. HB Broadcasting, Daytona Beach, Fla.

**Location:** Hampton, N.H.  
**Station:** 102.1 FM.  
**Applicants:** Carlyn Ring, Hampton Falls, N.H. Jon Paradise, Portland, Maine. Starboard Productions, Pembroke, Mass. Hampton Broadcasting, Hampton, N.H. Hampton Broadcasting Co., Kensington, Calif. TVB Broadcasting Co., Keene, N.H. Francoeur Radio Partnership, Manchester, Mass. Thomas Davis and Martha Shapiro, joint tenants, Annapolis, Md.#

## Capital Cities/ABC plans stock buyback

By DIANE MERMIGAS  
Senior reporter

Capital Cities/ABC has announced it will repurchase up to 1 million of its 16.2 million outstanding common shares of stock.

At current market prices, the shares could cost more than \$300 million.

The shares, which the company said it will repurchase from time to time at going market rates, will be held in the company's treasury for use in employee stock plans and other corporate purposes.

In an interview last week, CapCities/ABC Chairman Thomas Murphy said, "We just want to have every option available to us, and so we think it is appropriate to buy back some of our stock."

He said there's no timetable for the repurchase of shares.

Wall Street media analysts said the move is one way for Cap Cities/ABC to take advantage of the gradually declining price of its stock, although it remains one of the more high-priced broadcast issues.

On May 20, the day the share repurchase was announced, the company's stock fell \$2 per share to close at \$305 per share.



THOMAS MURPHY  
No timetable for buyback

A day earlier, after its top executives delivered a cautious earnings projection and grim market forecast at the company's annual shareholders' meeting, Cap Cities/ABC stock fell \$5.50 per share.

"It is a good move," said Francine Blum, analyst for Wertheim Schroder.

"They are positioning themselves to take advantage of a stock that will continue to drift downwards."#

## CBS's Gene Jankowski says networks are alive and well

By WILLIAM MAHONEY  
Staff reporter

BEVERLY HILLS, CALIF.—Gene Jankowski says the networks are alive and well and in no danger of collapsing.

The CBS/Broadcast Group president spoke last Tuesday at a well-attended Hollywood Radio & Television Society luncheon at the Beverly-Wilshire Hotel here.

While admitting that competition for viewers' attention is more fierce than ever—mainly because of cable, local independents and home video—Mr. Jankowski predicted that the networks will remain a force to be reckoned with indefinitely, if the industry continues supporting them.

He believes the network audience share, once a commanding 90 percent, will probably hover around 70 percent in 1990, but he said that level of fall off has been expected.

The CBS executive reminded his audience of the amount of business that the networks do with producers, saying the recent pilot orders alone represented more than \$150 million in work for 50 production entities.

But that's just a drop in the bucket compared to what the networks spend annually with producers for regular-season programming, he noted.

"That part comes to about \$2.25 billion per year just for prime time

—a far larger sum than comes from any other source," Mr. Jankowski said.

CBS President Laurence Tisch and Chairman William Paley were on the West Coast early last week to finalize the CBS fall schedule, but both had left town before the speech, a CBS spokesman said.

Speaking to reporters after the speech, Mr. Jankowski addressed the motives behind CBS's decision to purchase the 1992 Winter Olympics TV rights, in light of the heavy losses ABC suffered covering the 1988 Winter Games.

"The price that we paid assures us

some profitability," he said. "We also think it's a big boost for our affiliated stations, it's a big boost for the morale of our company."

Speaking more generally, he said, "It's a significant sign that CBS is going to be a big player in events that we think are very important."

He also disclosed that CBS may pursue other major sporting events.

"We'll be a competitor for the Summer Olympics in 1992," he said. "Next time the baseball contract is up, we're going to take a good hard look to see whether or not it makes sense to go after the World Series."#

## Piracy battle goes high tech

(Continued from Page 22)

Island Cable's business was based on its legitimate posture as a converter repair specialist, with client cable operators across the country.

It typically reported many of the converters taken in to its shop as beyond repair, says Mr. Astarita.

Mr. Cohen's activities included sales to other cable black marketers in Cablevision's franchise areas on Long Island and in Connecticut and New Jersey, transactions videotaped by the cable company for its court case.

He followed in the steps of Beeler Shoupe, who was successfully prosecuted by Cablevision several years ago for activities on Long Island. That case ended in a \$1.1 million judgment.

Continuing surveillance of parties who had done business with Mr. Shoupe and the cooperation of a Florida supplier helped Cablevision in its latest case.

"The bad guys are almost keeping up with the good guys," Mr. Astarita said.

He says he has already had reports on illegal traffickers making plans to divide up the territory of their business in the New York City boroughs now being wired for cable.

In another case, the FBI last fall raided a Grand Rapids, Mich., warehouse containing approximately 6,000 units. The warehouse was a manufacturing facility as well as a distribution point, according to sources close to the ongoing investigation.

An FBI spokesman in Grand Rapids would only confirm that a "very substantial" quantity of converters were confiscated in the raid.

"This warehouse operation was bigger than some cable operators' warehouses I've seen," said Mr. Allen.

Mr. Allen's COST has contacted U.S. attorneys' offices around the country in recent months about several "large-scale cases" under investigation, he says.

A task force has also been established in cooperation with the Satellite Broadcasting and Communications Association to address the satellite piracy problem, along with a toll-free "hot line" to receive tips on video pirates.

Mr. Luddy stops short of calling the current situation a crisis, but says GI has tripled its security budget in the last year and is taking the piracy war very seriously.

"It's a situation of prime concern to us," he said. "We're in it for the long haul, so any compromise of the system is a very serious concern to us."#

## McDonald returning to industry

(Continued from Page 24)

better off doing my own thing than fitting into someone else's program."

\* \* \*

Sources close to Joe Domino, who formerly oversaw TV station operations for Storer, said he's attempting to assemble a group of financiers—either through venture capital groups or banks—who will back his acquisition of TV properties.

One of the TV properties he's eyeing is Fox Broadcasting's WCVB-TV in Boston.

Mr. Domino, when reached by telephone, declined to comment.

\* \* \*

Speaking of Boston, George Gillett denied industry reports last week that he's contemplating selling his Boston independent,

WSBK-TV.

"Absolutely not. The station is not for sale. I'm not sure we haven't found in Boston a station as unique as any of the network affiliates we own," Mr. Gillett said.

Industry experts say that since independent TV is still having some tough times, it would hardly be the time to have two independents in Boston on the sale block.

However, some industry observers insist that eventually Mr. Gillett will seek to sell at least one or more of his TV properties to retire some of his \$1.2 billion debt and meet the interest payments as they come due.

Certainly, Mr. Gillett would have eager buyers for any one of his lesser affiliated TV stations, given the dearth of middle- and

large-market network affiliates.

\* \* \*

High-level sources at CBS Inc. say the company most likely will buy a fifth TV station before year's end.

However, the same well-placed sources say the company is not conducting any discussions with A.H. Belo about acquiring one of its TV stations, as rumored in financial circles.

CBS has secured a major station broker to dig up prospects for its consideration.

"The money is certainly available, and CBS's winning of the 1992 Winter Olympics rights last week went a long way in proving to the skeptics that (CBS President) Larry Tisch intends to invest in this company," said one CBS executive.#



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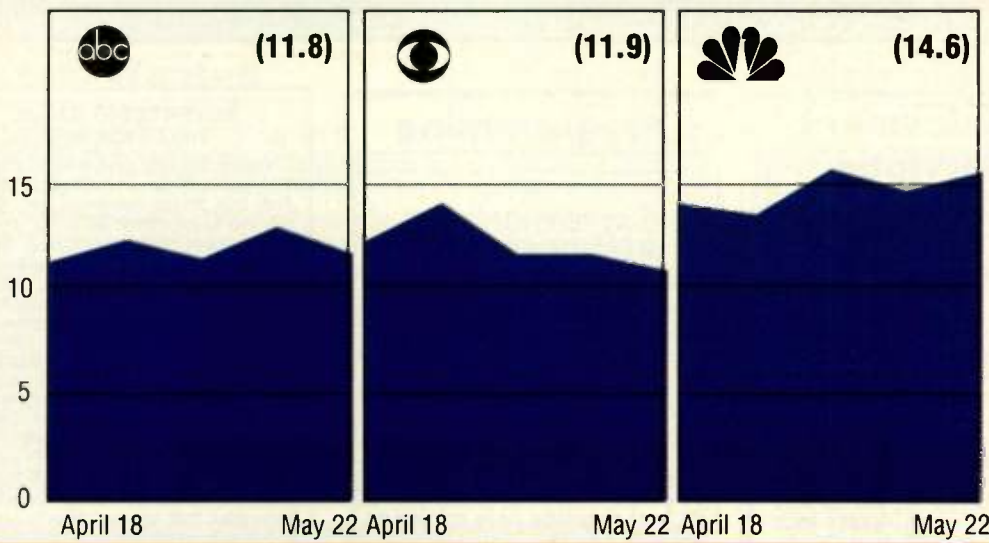


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**OFF-SEASON RATINGS (AVERAGES)**

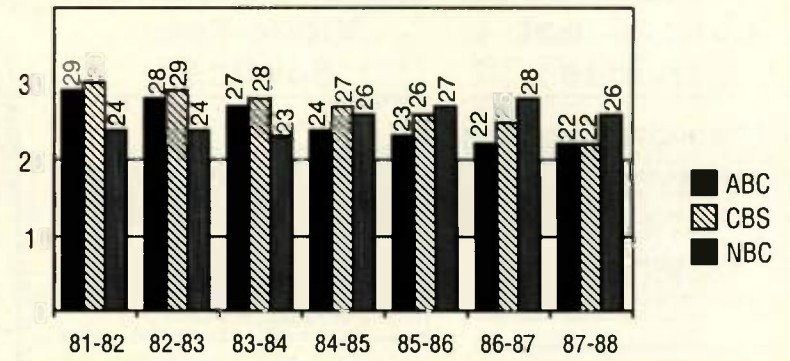
**WEEKS 1-5: APRIL 18 THROUGH MAY 22**

**NETWORK PRIME TIME**

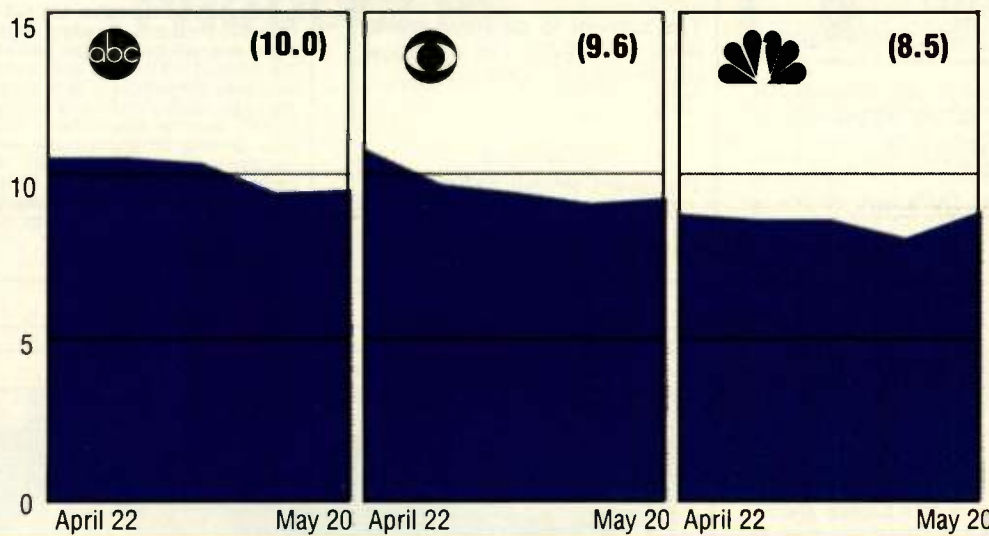


**IN THE SPOTLIGHT**

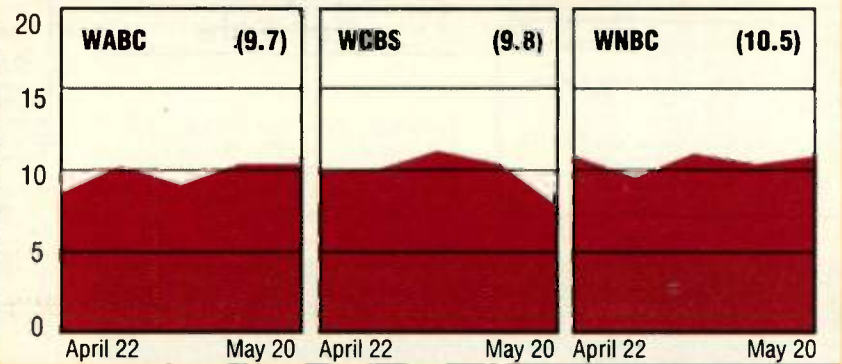
**Network shares for the past seven season**



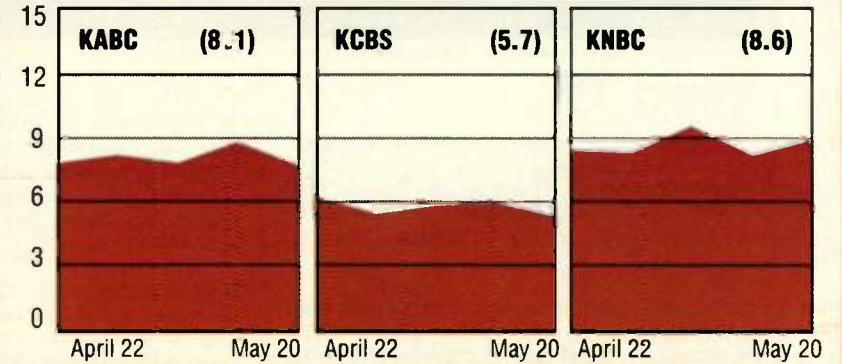
**NETWORK EVENING NEWS**



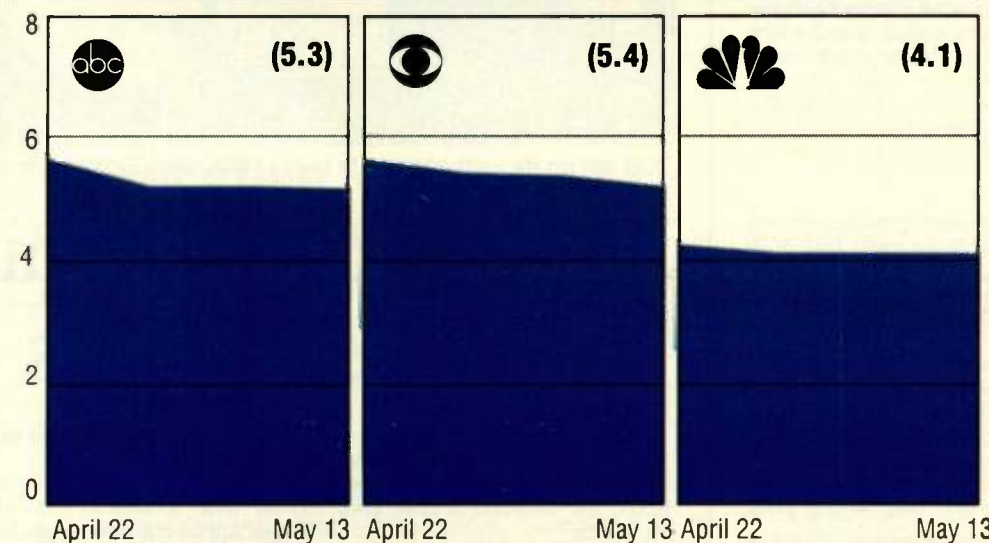
**NEW YORK 11 P.M. LOCAL NEWS**



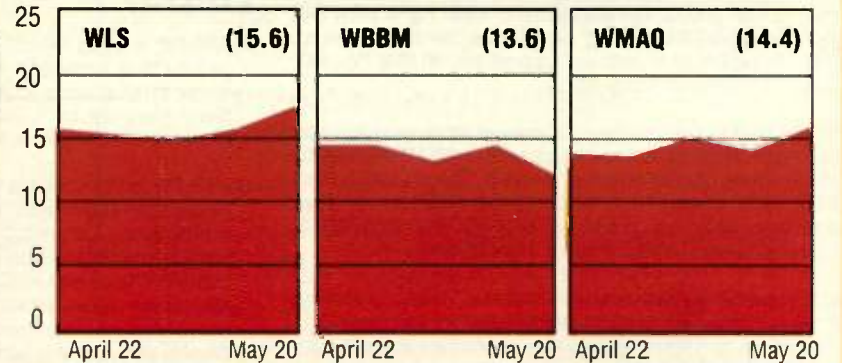
**LOS ANGELES 11 P.M. LOCAL NEWS**



**NETWORK DAYTIME-APRIL 22 TO MAY 13**



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



**RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS FOR THE WEEK OF MAY 16 TO MAY 22**

1. The Cosby Show	NBC 21.2/38	20. 227	NBC 13.6/28	39. MacGyver	ABC 10.5/18	58. CBS Tuesday Movie	CBS 7.8/13
(t) A Different World	NBC 2.2/36	21. CBS Sunday Movie	CBS 13.5/22	40. Kate & Allie	CBS 10.2/18	59. Disney Sunday Movie	ABC 7.5/15
3. Cheers	NBC 20.8/34	22. Growing Pains	ABC 13.2/24	(t) Designing Women	CBS 10.2/16	(t) Tour of Duty	CBS 7.5/15
4. NBC Sunday Night Movie	NBC 20.2/33	(t) Special Movie—Thursday	CBS 13.2/22	42. Best of TV Bloopers/Jokes	NBC 10.1/20	61. High Mountain Rangers	CBS 6.8/14
5. Night Court	NBC 19.9/32	(t) Hunter	NBC 13.2/26	43. Jake & the Fatman	CBS 10.0/16	62. Probe	ABC 6.3/11
6. Bob Hope's Birthday	NBC 19.0/31	25. Head of the Class	ABC 12.7/22	44. Spenser: For Hire	ABC 9.9/20	(t) M & W Magazine	ABC 6.3/10
7. Golden Girls	NBC 18.7/36	26. Matlock	NBC 12.5/22	45. Mr. Belvedere	ABC 9.7/18	64. Our House	NBC 6.1/12
8. 60 Minutes	CBS 17.3/35	27. NBC Movie of the Week	NBC 12.4/22	(t) Newhart	CBS 9.7/15		
9. Unsolved Mysteries Special	NBC 17.0/28	28. China Beach	ABC 11.9/21	47. Married Dora	ABC 9.5/17		
10. American Comedy Awards	ABC 16.8/28	29. Aaron's Way	NBC 11.8/21	48. Smothers Brothers	CBS 9.4/17		
11. Who's the Boss?	ABC 16.6/30	30. 20/20	ABC 11.7/21	49. ABC Movie Special	ABC 9.0/18		
12. Murder, She Wrote	CBS 16.3/28	(t) Family Ties	NBC 11.7/20	(t) West 57th	CBS 9.0/18		
13. Just the Ten of Us	ABC 16.1/27	32. Special Movie—Friday	CBS 11.5/21	51. Just in Time	ABC 8.9/14		
(t) Amen	NBC 16.1/31	33. That's Incredible Reunion	ABC 11.3/20	52. 48 Hours	CBS 8.7/15		
15. Tuesday Movie of the Week	NBC 15.7/26	(t) Equalizer	ABC 11.3/20	(t) Beauty & the Beast	CBS 8.7/17		
16. L.A. Law	NBC 15.6/27	35. 20/20 Special	ABC 11.1/19	54. Full House	ABC 8.6/17		
17. ABC Sunday Night Movie	ABC 15.0/24	(t) Hoopeman	ABC 11.1/19	(t) Eisenhower & Lutz	CBS 8.6/13		
18. ABC Monday Night Movie	ABC 14.7/23	37. Facts of Life	NBC 10.9/24	56. Perfect Strangers	ABC 8.4/17		
19. St. Elsewhere	NBC 13.8/24	38. Cagney & Lacey	CBS 10.6/17	57. Garfield's 10th Anniversary	CBS 8.3/14		

# TvB board members react to 'bum rap'

(Continued from Page 4)

prised his fellow board members. They said they didn't see any sign that Mr. Desnoes was contemplating resigning.

The board members also say that the Bermuda board meetings were "orderly," with no heated debates on any subjects.

"This is a bum rap, and it offends me personally," said Tom Oakley, president of Quincy Newspapers, Quincy, Ill., and a TvB board member for the last three years. "I just don't understand it."

Board members say they were also surprised by Mr. Desnoes' criticism, since the TvB is well aware of its deficiencies and had recently taken significant steps to correct them.

Those steps—which involved a restructuring of existing personnel and the hiring of several new staffers in the national sales and member recruitment areas—were undertaken in response to a study the TvB commissioned last year to examine how it could improve its operations.

Among the new hires recruited in the last few months from the television business are

James Joyella, who was most recently head of market development at CBS-TV, and Diane Healey Linen, who was formerly vice president of television for Communications Equity Associates.

Mr. Joyella will supervise the TvB's efforts to promote national spot television, and Ms. Linen has been placed in charge of recruiting new members—the two key areas designated for improvement by the TvB study.

Last fall, Mr. Moll, a veteran TV executive from Harte-Hanks Communications, replaced longtime TvB President Roger Rice, who retired after more than 13 years on the job.

Board member Ken MacQueen, Des Moines, Iowa-based vice president in charge of the two Palmer Communications TV stations, said he wished Mr. Desnoes had stuck around long enough to see if the restructuring was what TvB needed to improve its performance.

"His unhappiness was a little premature," Mr. MacQueen said. "Obviously, there's been some internal and external needs for some reorganizing and rethinking. Generally, (the TvB) is moving in the right direction."

Mr. Oakley agrees. "I think the restructuring is being very well done," he said. "If there is any internal dissent with the board about how the TvB is being managed, I'm not aware of it."

The TvB's nearly 600 members include about 65 percent of the nation's TV stations and station groups and virtually all of the nation's representative firms and networks, Mr. Moll said.

Some, but not all, of the major TV program syndicators are TvB members as well, he said.

The association currently has 67 employees—50 in its New York headquarters and 17 scattered among regional offices in Atlanta, Dallas, Chicago, Detroit and Los Angeles.

The TvB, like its counterparts in cable TV and radio, promotes TV advertising in several ways, officials said. The association provides local TV stations with research material that sales executives can use to combat competing media, such as newspapers and radio.

Local sales efforts are also supported by materials stations receive monthly that help sales executives develop new accounts in cate-

gories of businesses that don't already use TV.

TvB board member Larry Pollack, Philadelphia-based president of the Capital Cities/ABC-owned TV stations in the Eastern United States, said the TvB's sales materials have been beneficial to his stations' sales staffs over the years.

On the national sales scene, the TvB works with TV station groups, rep firms and networks to present the advantages of TV advertising to national advertisers who either don't use TV or can afford to use more than they already do.

The TvB is also involved in staging a series of sales training seminars around the country.

Mr. Moll said the TvB's rep firm members recently provided the TvB with a powerful symbol of their support of the association.

The rep firms all agreed to double their membership fees to support a stronger national spot sales effort by the TvB that's reflected in the hiring of Mr. Joyella and at least one additional national sales executive to come, Mr. Moll said. #

## 'Oprah' continues daytime dominance

(Continued from Page 3)

"Wheel of Fortune."

And in the local news races, WABC-TV remained No. 1 from 5 p.m. to 6 p.m., while WNBC-TV, on top last May in Nielsen at 11 p.m., is now No. 1 at 11 p.m. in Arbitron as well.

In Los Angeles, after a decade of trying, KNBC managed to squeak by KABC at 11 p.m. and 4 p.m., according to A.C. Nielsen Co. overnight averages.

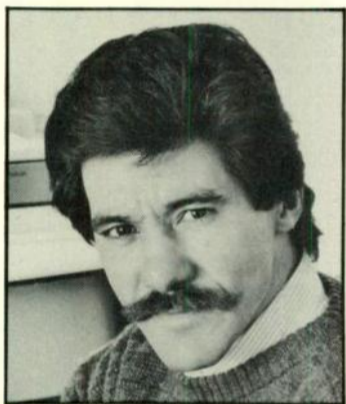
At 6:30 p.m., CBS and NBC network news beat the local half-hour on KABC, according to Arbitron, though only "NBC Nightly News" topped KABC in Nielsen. Otherwise, Arbitron gave the lead to KABC in every other local news time slot.

The perennial third-place KCBS showed major gains across the board, notably at 4 p.m., where the recently shifted "Geraldo" beat KNBC's news in Arbitron.

The latter gave "Geraldo" a higher rating than KNBC's "Donahue" at 3 p.m., which was trounced in both services by "Oprah" on KABC.

In late fringe, KTLA's "Cheers" ranked third (behind KABC and KNBC) at 11 p.m. in Nielsen (tied with KCBS in Arbitron), up sharply from last year's "Taxi" and said to be the strongest entertainment series in the slot since 1976.

In Chicago, the big news was WMAQ-TV's strong performance in news at 10 p.m.



**GERALDO RIVERA**  
Beating "Donahue" in L.A.

The NBC-owned station jumped to a 15.9 rating in Arbitron this May, compared to a 12.4 rating last May. That put it just behind ABC-owned WLS-TV's 16.2 rating at 10 p.m.

Both ratings services showed all three network-owned newscasts posting improvement.

In early fringe, the programming on independents in Chicago is either tying or surpassing WMAQ's efforts.

Fox-owned WFLD's early fringe lineup, a mix of first-run cartoons, the children's game show "Double Dare" and off-network sitcoms, is especially strong against early fringe and local news and even network news on both WMAQ and WBBM from 4 p.m. to 7 p.m. #

## NBC takes May sweeps; CBS wins 2nd-place battle

(Continued from Page 3)

won its time period on May 22 with a 20.2/33, leveling the first part of ABC's "Baby M" docudrama, which earned a 15/24 that night, although the two-parter's conclusion got a 17.6/27 on May 23.

"Baby M" was one of three four-hour programs ABC aired during the sweeps; CBS and NBC each slated one four-hour miniseries.

In earlier sweeps highlights:

• ABC's "The Richest Man in the World: The Story of Aristotle Onassis," starring Raul Julia and Jane Seymour, earned a 12/18 on May 1 and a 13.9/22 on May 2, placing it second in its slot both nights.

CBS's "Magnum, P.I." finale beat

the miniseries the first night, May 1, with a 32/48, and NBC's two-hour "The Taking of Flight 847" won with a 19.7/31 on May 2.

• NBC had the top-rated miniseries of the sweeps with "Something is Out There," a two-parter that averaged 19.2/31 on May 8 and 9. The program beat ABC's "The Bourne Identity," a miniseries based on the Robert Ludlum novel, on both nights. The ABC show averaged an 18.5/29.

"Something is Out There" has been picked up as a regular series by NBC, as has "Unsolved Mysteries," which performed well as two separate specials during May.

• CBS had disappointing results

with its four-hour "Beryl Markham: A Shadow on the Sun" on May 15 and 17, with an average 9.1/15 for both segments.

• While CBS was able to air fresh installments of "The Smothers Brothers Comedy Hour" through May 25, that series consistently placed third in its time period and didn't get a fall berth from CBS.

The network is still considering a Smothers Brothers sitcom for the 1988-89 season, however.

• NBC's three-hour special "Bob Hope's Birthday/50th Anniversary With NBC" on May 16 earned a 19/31, beating regular series on ABC, which scored a 13.3/21, and CBS, with a 10/16. #

## Cable sees healthy ad demand

(Continued from Page 4)

Now that cable's penetration is more than 50 percent of U.S. TV homes, the broadcast networks' losses "could be much greater" and bring cable more viewers, he said.

Mr. Reynolds is selling Turner's new TNT service, premiering Oct. 3, in combination with superstation TBS, with advertisers' buys landing an equal number of spots on both services.

Even with the increased inventory, Mr. Reynolds expects CPM increases to be in the 15 percent to 20 percent range for these services as well as CNN and Headline News.

TBS's 30-second spot rates should be about \$6,000, and CNN's about

\$4,000, he said.

John Silvestri, senior vice president of advertising sales at USA Network, says the interest from advertisers in that service has nearly tripled over last year, and he's expecting his unit rates in prime time to increase about 15 percent.

"Murder, She Wrote" and "Miami Vice" units should fetch \$5,000 or more each, he said, double the amount for shows running in the same prime-time periods last year.

At MTV Networks, Doug Green-

law, senior vice president of advertising sales, says the four services he oversees are "already pacing (sales for) the fourth quarter over 100 percent at this point."

He's also expecting spot rate increases in the 15 percent to 20 percent range in the fourth quarter.

Similar gains have already been made at the Financial News Network. Mike Wheeler, the service's executive vice president, reported his business running 55 percent ahead of the same time last year. #

## Bass Group selling Wometco Cable

(Continued from Page 4)

is its projected cash-flow multiple.

Executives involved in the transaction say the multiple is in the 12 to 12½ range, about even with multiples for deals in the last 18 months, Mr. Goldman says.

Tele-Communications Inc. and Comcast's recent purchase of Storer Communications' systems, for instance, was pegged in the 12.3 multiple range.

According to executives involved in the Wometco transaction, the Bass Group is receiving about \$10 million in Cablevision Industries stock, less than a 2 percent stake in the company.

In addition, Cablevision is assuming Wometco debt and picking up preferred stock outstanding.

The tax-free transaction is not expected to be completed until the end of this year.

The 311,000 subscribers Cablevision is picking up will bring the multiple system operator close to its goal of 1 million subscribers, says Rocco Comisso, Cablevision's executive vice president and chief financial officer.

Since mid-1986, the company—one of the nation's largest private cable companies—has more than tripled its subscriber count, according to Mr. Comisso.

The Wometco properties, in North Carolina, South Carolina, Louisiana, West Virginia, Oklahoma and Georgia, will complement Cablevision's systems, which are primarily on the East Coast and in California.

The Bass Group is keeping Wometco's systems in the Atlanta area.

The Cablevision purchase marks the third time the Wometco properties have changed hands in recent years.

They were acquired by Kohlberg, Kravis, Roberts & Co. from the Miami-based Wolfson family in 1984, and sold to the Bass Group in 1986 for about \$625 million, roughly \$1,770 per subscriber. #

## Sugarman says fight for Media General goes on

(Continued from Page 4)

Some industry observers speculate that Mr. Sugarman could better his rejected \$1.8 billion offer to merge the company, continue to buy more shares of Media General stock, file yet another shareholders suit against the company, or continue to build Class A shareholder support in preparation for another proxy fight for board representation.

"Any further challenge from the Sugarman group is likely to come through the courts, where we have litigation already pend-

ing," Media General's Mr. Evans said last week.

Mr. Sugarman, through a spokesman, has denied that he made a "greenmail" proposal to the company just days before its annual shareholders meeting.

Reports suggested he recently tried to exchange his \$100 million worth of Media General shares for an interest in the company's cable properties.

Mr. Sugarman last week declined further comment until a final report on the shareholder voting is issued, which is expected no later than this week. #

# CBS targets the young

(Continued from Page 3) they took the most conservative approach," said Una Barden, associate media director at the New York ad agency BBDO.

She said 5½ hours of new programs was "the least amount they could have changed."

Mr. LeMasters says he's most optimistic about drawing new viewers to CBS on Wednesday nights, when the network will rely on two returning comedy talents: Mary Tyler Moore and Dick Van Dyke.

The five new comedies include "Close to Home," a series about a divorced father and his daughter, from GTG Entertainment; "Dirty Dancing," a series based on the hit movie and produced by Vestron Television; and an untitled project from MTM Enterprises.

The other two are "Murphy Brown," which stars Candice Bergen as a TV reporter and is from Warner Bros. Television, and "The

Van Dyke Show," another GTG entry that stars Dick Van Dyke and his son Barry as partners in a struggling theater company.

The dramas being added are "Almost Grown," a generational series about a New Jersey couple, produced by Universal Television; "Paradise," the story of an 1890s gunfighter, from Lorimar Television; and "TV 101," a series about a journalism teacher charged with bringing a college newspaper into the TV age, the third series sold by Grant Tinker and Gannett Co.'s GTG to CBS.

One surprise move in the lineup was the shelving of "Frank's Place," which was rescheduled by the network five times last season and has been held from the fall schedule as a standby series.

Freshmen CBS series that will return include "Wiseguy," "Beauty and the Beast," "Coming of Age" and "Tour of Duty."

The latter Vietnam series, which ranked 71st last season, will be slotted on Saturdays against NBC's "Golden Girls" and its new companion series, "Empty Nest," starring Richard Mulligan.

CBS News' "48 Hours" and "West 57th" were also renewed, as expected, despite the fact they ranked 87th and 95th, respectively, at the end of last season.

One of the shows CBS canceled last week was "Cagney & Lacey," which was a last-minute decision, Mr. LeMasters said.

Other series off the air are "Houston Knights," "The Oldest Rookie," "Trial & Error" and "The Smothers Brothers Comedy Hour."

Mr. LeMasters said CBS is working with the Smothers' to develop a new half-hour series.

Other canceled CBS series include "The Law & Harry McGraw," "Leg Work," "My Sister Sam" and "Everything's Relative."#

# More CBS honchos join in picking shows

By DIANE MERMIGAS  
Senior reporter

CBS took an unconventional approach in selecting programs for its fall schedule.

An executive huddle in Los Angeles the week before its fall announcement included CBS News President Howard Stringer and Eric Ober, president of the owned TV stations division.

Usually, the final executive review meetings—normally conducted just before the fall schedule is announced—have taken place in New York.

As in years past, this year's sessions included such executives as CBS President Laurence

Tisch, CBS/Broadcast Group President Gene Jankowski, CBS Entertainment President Kim LeMasters and CBS Chairman William Paley.

The ailing Mr. Paley attended the West Coast program meetings in a wheelchair.

"I don't think anyone viewed the move to bring more executives into the decision-making process as a threat," said a CBS executive. "I think it was viewed as having a couple more smart people in the room."

"After all, 20 percent of the network's coverage comes out of CBS's owned television stations, and the news division is a major supplier to prime time."#

## 1988-89 PRIMETIME SCHEDULE

	8 p.m.	9 p.m.	10 p.m.
Monday	abc MacGyver Paramount	NFL Monday Night Football	
	eyew Newhart** MTM Enterprises	Coming of Age** Universal	Murphy Brown* Warner Bros.
	eyew ALF Lorimar	The Hogan Family Lorimar	NBC Monday Night Movie
Tuesday	abc Who's the Boss? Columbia	Roseanne* Carsey-Werner	Moonlighting Picturemaker/ABC Circle Films
	eyew TV 101* GTG Entertainment	CBS Tuesday Movie	
	eyew Matlock Viacom	In the Heat of the Night MGM/UA	Midnight Caller* Lorimar
Wednesday	abc Growing Pains Warner Bros.	Head of the Class Warner Bros.	Wonder Years** New World
	eyew Van Dyke Show* GTG Enter.	Mary T. Moore* MTM	The Equalizer** Universal
	eyew Unsolved Mysteries* Cosgrove/Meurer	Night Court** Warner Bros.	Baby Boom* MGM/UA
Thursday	abc Knightwatch* MGM/UA	Dynasty** Aaron Spelling	HeartBeat** Aaron Spelling
	eyew 48 Hours CBS News	Paradise* Lorimar	Knots Landing Lorimar
	eyew The Cosby Show Carsey-Werner	A Different World Carsey-Werner	Cheers Paramount
Friday	abc Perfect Strangers Lorimar	Full House Lorimar	Mr. Belvedere 20th Cent. Fox
	eyew Beauty & the Beast Witt/Thomas/Harris	Dallas Lorimar	Just...10 of Us** Warner Bros.
	eyew Sonny Spoon** NBC Productions/Cannell	Something is out There* Columbia	20/20 ABC News
Saturday	abc Murphy's Law* New World	ABC Saturday Mystery Movie* Universal	
	eyew Dirty Dancing* Vestron	Close to Home* GTG Enter.	Tour of Duty New World
	eyew 227** Columbia	Amen** Carson Prods.	Golden Girls Witt/Thomas/Harris
Sunday	abc Incredible Sunday* Reeves Entertainment	A Fine Romance* New World	ABC Sunday Night Movie
	eyew 60 Minutes CBS News	Murder, She Wrote Universal	CBS Sunday Movie
	eyew The Magical World of Disney* Walt Disney Television	Family Ties Paramount	Day by Day Paramount

\* new program  
\*\* new time slot

7 p.m.

# ABC unveils its fall lineup

(Continued from Page 3)

"It's an aggressive schedule," said network TV buyer Paul Schulman, whose New York-based Paul Schulman Co. buys \$175 million worth of network air time for various clients.

Mr. Schulman called ABC's heavy investment in Saturday night programming a "bold" move because it has proven difficult to attract viewers to that night in the last few years. He said he's pleased that ABC is aggressively trying to re-establish Saturday night as an important TV night.

"That's how you win back share points," he said of ABC's investment, "not by putting on cheap news shows."

One special announced by ABC last week appears to be uncertain. Mr. Stoddard said that Geraldo Rivera will return to the network after an absence of several years with a special called "The Opening of Dracula's Crypt," which he said was scheduled to air on Halloween.

However, a spokesman for Tribune Entertainment, which produces and distributes the Geraldo Rivera specials, insists that Mr. Rivera has no agreement to host a special for ABC.

Meanwhile, Mr. Schulman and advertising agency executives contacted by ELECTRONIC MEDIA said they couldn't comment on the quality of specific ABC shows last week because they hadn't seen most of the network's pilots yet.

However, the several hundred ad agency executives who attended ABC's presentation had unusually warm greetings for some of the offerings.

In a rare show of emotion for these presentations, they spontaneously applauded a preview of "Roseanne," a new half-hour sitcom set to air at 8:30 p.m. Tuesdays after "Who's the Boss?"

The show stars comedienne Roseanne Barr as a blue-collar mother in a rather rambunctious household.

The executives also applauded a lengthy trailer for ABC's 30-hour "War and Remembrance," the sequel to "The Winds of War" miniseries.

In addition to "Roseanne" and "The Saturday Mystery Movie," other new series include "Incredible Sunday," a reworked version of "That's Incredible," and "A Fine Romance," a light-hearted hour drama about two TV travel-program hosts.

The other shows are "Knight Watch," an hour drama about a group that's modeled after real life's Guardian Angels; and "Murphy's Law," with George Segal as a private eye whose roommate is an Asian model.

ABC also announced four series that will be used as midseason replacements: "Coach," starring Craig T. Nelson; "Have Faith," a comedy focusing on five priests; "Studio 5B," an hour drama about a morning television show; and "The Robert Guillaume Show," a sitcom.

Next season's ABC specials will include movie versions of two old TV series, "Mission: Impossible" and "Get Smart."

Shows being canceled are: "The Disney Sunday Movie," "Spenser: For Hire," "The Dolly Show," "Buck James," "The 'Slap' Maxwell Story," "Sledge Hammer!," "The Charmings," "I Married Dora," "Max Headroom," "Ohara" and "Hotel."#

# Lorimar, Universal to do majority of fall shows

(Continued from Page 1)

approved for fall.

MGM/UA Television, on the other hand, made a big comeback, placing 3½ hours on the air compared to just one hour at the start of the 1987-88 season. The change coincides with Chairman Lee Rich's second anniversary at the studio's helm and his subsequent commitment to reviving the moribund TV division.

Overall, Lorimar remains the largest single network supplier, producing seven hours of prime-time programming, up a half-hour from September 1987.

The studio's production team will be an even bigger force if a proposed takeover by Warner Communications goes through and the 3½ hours of Warner Bros. programming is added.

In second place with 6½ hours (down from seven last season) is Universal Television, the MCA unit that has long dominated one-hour, action-oriented programming.

The most aggressive upstart is GTG Entertainment, the joint venture of former NBC Chairman Grant Tinker and Gannett Co. that has placed three series with CBS.

The networks themselves will be producing five hours of prime-time programming this fall—six if NBC's co-venture with Stephen J. Cannell for "Sonny Spoon" is counted.

With the exception of ABC's one-hour "Moonlighting," all the network fare is from news divisions.

Returning with fewer series this

fall are New World Television (down an hour), Columbia Pictures Television (off 1½ hours), Tri-Star (which combined with Columbia and no longer has a network series of its own), Disney (declining one hour) and Sandollar (which lost "Dolly," its only show).

The three networks spent an estimated \$150 million on about 100 pilots for the 1988-89 season, although many were abbreviated as a result of the Writers Guild of

America strike that began March 7.

Several producers told ELECTRONIC MEDIA they were forced to submit videotapes or short films rather than full-length 35mm pilots, and in some cases they said they had to turn down orders because they lacked satisfactory scripts.

More so than in the past, producers say they are considering keeping some of their canceled shows in production for cable and/or first-run markets.

"We are in exploratory discussions (with cable services) on 'The Slap' Maxwell Story' and 'Our House,'" said David Salzman, the member of Lorimar Telepictures' office of the president overseeing network programming.

If there is a lack of network interest in "Aaron's Way," a third canceled Lorimar show, he said that midseason entry is another possible candidate for cable or first-run.

In the past, Mr. Salzman ex-

plained, studios couldn't obtain enough from cable licensing to justify continued production, but prices have risen enough during the past two years to make such arrangements feasible, particularly when broadcast syndication and overseas revenues are added in.

Other canceled shows that may continue with fresh episodes on cable are "The Days and Nights of Molly Dodd," "Sledge Hammer!" and "A Year in the Life." #

## Studio scorecard

The following chart lists how each studio did in placing new shows on the networks' prime time schedules. The "hours picked up" category includes only series scheduled to premiere in the fall, and not possible midseason replacements. It also includes some series (such as "Wonder Years" and "Heartbeat") that premiered late in the 1987-88 season. Producers with no new shows picked up are not included.

	Hours picked up (shows)	Hours canceled (shows)	Hours on air (shows)	Pilots made
Lorimar	2 (2)	1½ (3)	7 (9)	6
Universal	3½ (3)	5 (5)	6½ (6)	9
MGM/UA	2½ (3)	0	3½ (4)	10
New World	2½ (3)	3½ (4)	3½ (4)	4
Warner Bros.	2 (3)	2 (3)	3½ (6)	4
Stephen J. Cannell	1 (1)	1 (1)	3 (3)	2
Columbia	1 (1)	2½ (3)	2½ (4)	6
Aaron Spelling	1 (1)	1 (1)	2 (2)	3
GTG Entertainment	2 (3)	0	2 (3)	5
MTM Enterprises	1½ (2)	1 (1)	2 (3)	4
Paramount	1 (2)	½ (1)	3 (5)	7
Carsey-Werner	½ (1)	0	1½ (3)	2
Witt/Thomas/Harris	½ (1)	0	2 (3)	2
Cosgrove-Meurer	1 (1)	0	1 (1)	1
Reeves Entertainment	1 (1)	1 (2)	1 (1)	1
Vestron Pictures	½ (1)	0	½ (1)	1

Sources: ABC, CBS, NBC, Leo Burnett USA, Saatchi & Saatchi DFS Compton and various studios

## CBS bullish on '92 Olympics

(Continued from Page 1)

"I think we're on firm ground with our bid. At the worst, I see it as a break-even for CBS," he said.

But members of the International Olympic Committee and the organizing committee for the Albertville, France, Winter Olympics site shared the surprise of industry observers who doubted that CBS's rights fee would ultimately bring the network any profit.

According to a source close to the bidding, NBC made a guaranteed bid of \$175 million and ABC had planned a bid of \$150 million before it abruptly pulled out of the running earlier in the week.

NBC Sports President Arthur Watson said he was "shocked" at the size of the CBS bid and that NBC's bid had gone far enough.

"We thought it was an aggressive, realistic bid," Mr. Watson said of NBC's offer. "At \$175 million there was considerable risk."

The 1992 broadcast rights were expected to be much lower than the \$309 million paid by ABC for the 1988 Winter Olympics in Calgary, Alberta, especially since the European site eliminates the ability to provide live, prime-time coverage in the United States.

The IOC set a minimum bid of \$200 million, and CBS came in \$43 million above that.

But CBS Sports President Neal Pilson said the big-ticket event will benefit CBS-owned stations and affiliates, and it puts the network on track to go after rights to the 1992 Summer Olympics in Barcelona, Spain.

"It represents a major achievement," Mr. Pilson said.

CBS figures it will have more bidding leverage for the '92 Summer Games, since it will have already assembled a European Olympics operation.

The Winter Games will mark the first time that CBS has carried the Olympic Games since 1960.



NEAL PILSON  
CBS last had Olympics in 1960

CBS agreed to certain advertising conditions that some industry executives said could hinder its ability to attract some advertisers.

The guidelines stipulate that advertisers that are not official Olympics sponsors cannot use logos for the Games in their ads. Also, CBS will be required to give official Olympics sponsors a first crack at advertising packages.

Lou Schultz, executive vice president and director of media services of Lintas: Worldwide, in New York, told Advertising Age that such restrictions would be "bad news."

Bertram Zeldin, vice president of Olympic sales for NBC, said access to the composite logo is "very important because it gives these people some kind of tie-in to the Olympics." Restrictions on its use, he said, "would cost the network money."

But Jerry Dominus, senior vice president of sales for the CBS Network, said the stipulation on giving Olympic sponsors first opportunity to advertise would not be a "major burden" for CBS. He also said the restrictions on use of

the Olympic logo was only a clarification of past practice.

The ad restrictions were a source of "major concerns" by ABC Sports, which dropped out of the Albertville sweepstakes on the eve of the bidding. A network statement also said ABC was unwilling to participate in a "multi-stage auction" similar to the network bidding war for the 1988 Winter Games.

Sources say ABC had proposed a combined bid of \$500 million for both the Albertville and Barcelona Games.

But the IOC balked at that suggestion.

"We weren't prepared to negotiate that way at this time," said Richard Pound, IOC executive vice president.

"ABC's position was that they had done so much for the Olympics for so long, it was appropriate to give them an edge in the bidding."

ABC Sports President Dennis Swanson declined to comment beyond the ABC statement.

An ABC source said the sting of the network's \$65 million loss on the 1988 Games has affected the network's acquisitions strategy, including its decisions to bow out of bidding for National Basketball Association and NCAA basketball tournament broadcast rights.

CBS will guarantee advertisers a rating lower than the 19.3 average rating ABC drew for its coverage of the 1988 Winter Games, Mr. Pilson said.

Though cable TV networks have been trying to get a piece of the Olympics action, Mr. Pilson said he doubts the Winter Games have enough events to furnish a cable package.

The IOC contract includes cable and radio rights.

"We're not closing any doors," he said, "but we're not swinging them open either." #

## Anti-drug ad plan draws wrath of NAB

(Continued from Page 1)

"We're really disappointed," the staff member said. "I don't see why (the NAB) is declaring war when we're proposing to give them \$50 million a year."

The legislation at issue would earmark \$75 million each year in federal funds to coordinate an anti-drug advertising campaign over a three-year period by the Department of Commerce's National Telecommunications and Information Administration. A third of the money each year would be used to produce ads, with the remainder used to buy broadcast time to air the spots.

Aides for both senators disagreed with Mr. Fritts' allegation that the provision is unconstitutional.

"The question of constitutionality turns on whether there's a substantial government interest, and there clearly is a substantial government interest in reducing the demand for drugs," a Senate staff member said.

Another provision in the anti-

drug legislation would require broadcasters and cable operators to make time available for the anti-drug ads at essentially the lowest available rate, just as they do for political ads at election time.

Though that hasn't been criticized publicly, broadcasting industry representatives objected to it privately.

Sen. Hollings, who plans to hold hearings on the bill, said he hoped the ad campaign would help "ruin or destroy any appetite for drugs. Last year, the Pentagon spent \$206 million to get (young adults) into the Army; we believe we should spend at least \$75 million to get them out of drugs."

The senators said a \$75 million-a-year ad budget is comparable to what's spent on a presidential election campaign.

Preston Padden, president of the Association of Independent Television Stations, said his group was "concerned" about the reasonable access provision, but that it supported the bill's concept. #

## AT PRESS TIME CONTINUED

bill is slated for June 29.

● KANSAS CITY, Mo.—A proposal to bar the Ku Klux Klan from televising a local cable program drew a deadlocked vote from City Council members here last Thursday. Three attorneys who are members of the council are trying to work out a compromise.

● WASHINGTON—The U.S. House last week approved a bill that would allow lottery advertising on radio and TV by private groups, such as charities. The bill, supported by the NAB, would allow interstate lottery advertising, meaning one state could advertise its lottery in another state. An amendment prohibits casino advertising.

● LOS ANGELES—Major syndicators maintained their silence last week on the FCC's May 18 decision to reimpose syndicated exclusivity rules. "We want to analyze and evaluate the decision before we take a position on it," said a spokesman for The Walt Disney Co., echoing the sentiments of Columbia Pictures Television, MCA, Paramount, Twentieth Century Fox, Worldvision and Warner Bros. #

# MEDAL OF HONOR

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