

Electronic Media

Published weekly by Crain Communications

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JUNE 27, 1988

Truckin' across the dial



Late-night radio takes aim at America's 18-wheelers

By ADAM BUCKMAN
Staff reporter

A debate about female truck drivers was raging one morning recently on "Interstate 700," an overnight radio program for truckers on Cincinnati's WLW-AM.

"When they get in tough spots,

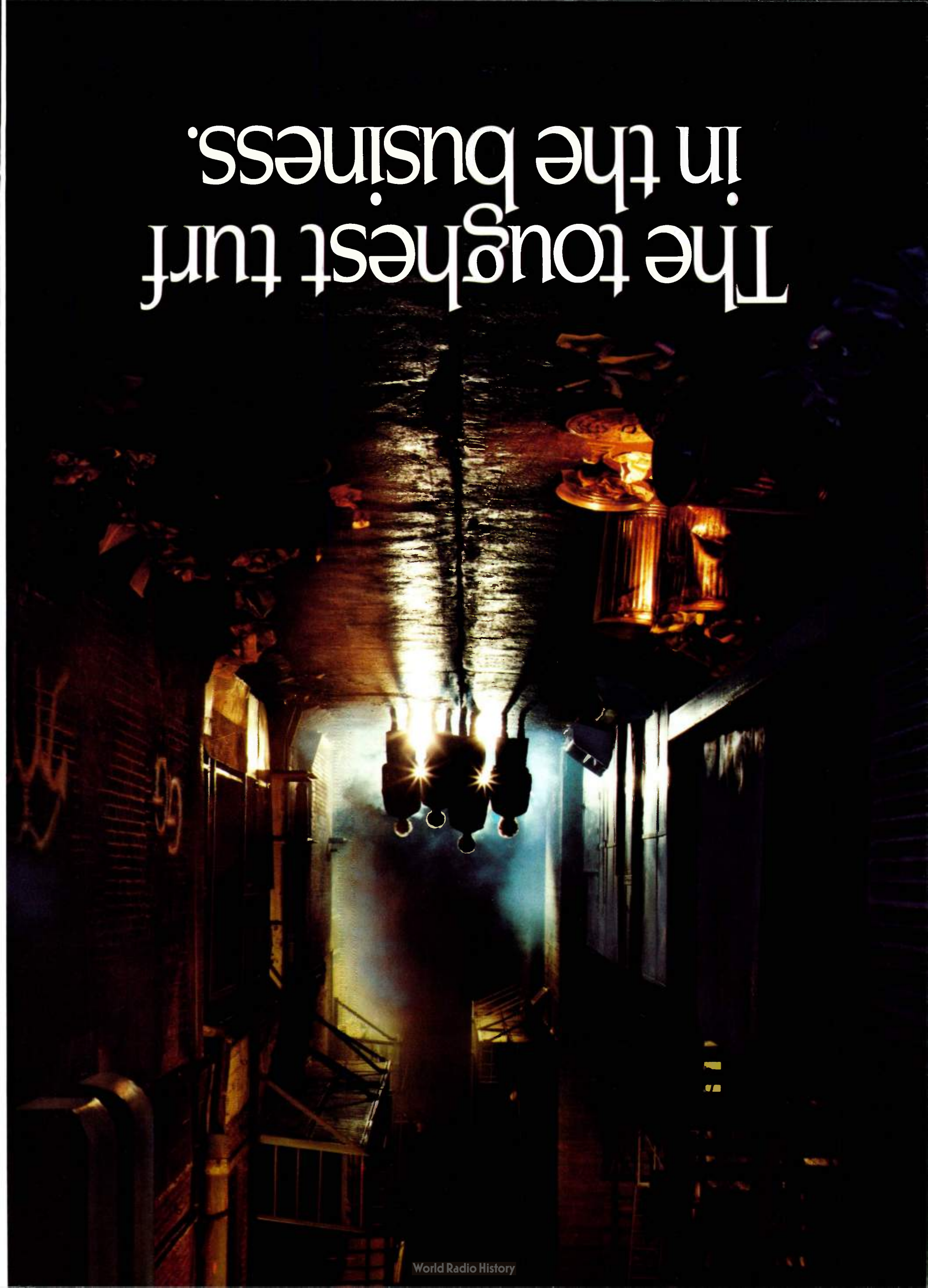
what do they do? They're always relying on somebody else," complained the Alabama Pigsticker, a male truck driver calling WLW from a pay phone at a Georgia truck stop.

A few minutes later, another male trucker, who goes by the handle of Big Ugly Awful, called to defend

(Continued on Page 16)

Trucking DJs Dale Sommers of Cincinnati's WLW-AM (top) and Dave Nemo of New Orleans' WWL-AM.

The toughest turf in the business.



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AT PRESS TIME

Arrests in L.A. scheme

LOS ANGELES—Attorney Maurice Attie and talent agent Gilbert Cabot will be arraigned July 11 and 12 in connection with an alleged scheme to extort \$30,000 from KTLA-TV here and its news co-anchor, Jann Carl. The two were arrested after a police and FBI investigation into allegations that the pair threatened to release videotapes they claimed showed Ms. Carl in sexual acts. Ms. Carl, KTLA and police investigators say no such tapes exist. The Tribune-owned station cooperated in the case, which has been under investigation for about three months.

TV market canceled

LOS ANGELES—Lack of interest has forced cancellation of the TV market portion of the Cinetex World Film & Television Festival, scheduled to convene Sept. 23 to Oct. 1 in Las Vegas. A spokeswoman for Cinetex, sponsored by The Interface (Continued on Page 48)



NBA finals ratings

Game 1	June 7	13.9
Game 2	June 9	14.8
Game 3	June 12	12.0
Game 4	June 14	14.8
Game 5	June 16	16.1
Game 6	June 19	14.4
Game 7	June 21	21.2

The seventh game of the 1988 NBA finals broke a ratings record.

CBS scores own victory with 1988 NBA finals

By RICHARD TEDESCO
Staff reporter

NEW YORK—The Detroit Pistons-Los Angeles Lakers matchup scored the second-highest television ratings average in the history of the

NBA finals.

It also proved to be a strong-enough draw to hand CBS a victory in the network ratings race for the week ended June 19.

The seven-game NBA final (Continued on Page 47)

FCC moves to halt license-renewal abuse

By DOUG HALONEN
Staff reporter

WASHINGTON—Much to the glee of broadcasters, the Federal Communications Commission last week proposed to make it far less attractive for parties to challenge a broadcaster's license at renewal time.

But the commission is proposing to accomplish that by resurrecting some of the rules that it dismantled during its previous rush to deregulate.

Among the chief re-regulatory initiatives the agency has in mind is one that would reinstate limits on the size of the payoff that a license challenger can accept for dropping his challenge.

Also, the commission has proposed to resurrect a requirement that a challenger demonstrate that it has the financial wherewithal to run the station it is contending for.

News of the FCC's proposal, which was launched by a unanimous vote last Thursday, was greeted enthusiastically by the National Association of Broadcasters, which was hosting its summer board meeting here.

"NAB is heartened," said Wally Jorgenson, the association's joint board chairman and president of Jefferson-Pilot Communications.

"We have often contended that those filing competing applications and petitions to deny existing broadcast licenses should not be able to receive money or other consideration in exchange for withdrawing their applications," he said. "This is nothing more than blackmail."

Broadcasters believe it's necessary to get some insulation from challenges now, because more than 9,000 radio licensees are scheduled to file for renewal over the next two years, according to the NAB.

(Continued on Page 48)

Studios consider scab writers

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—The major studios are considering using non-union writers to get their shows back in production, now that the striking Writers Guild has rejected a "final" compromise offer.

More studio layoffs are also expected in the wake of last week's overwhelming vote by writers to remain on strike.

Studio sources generally agreed at press time that all the major producers were "looking at every option" in deciding how to proceed.

Though none of the studios would confirm any plan to use scab writers, several sources said such plans were being considered.

The producers could use either non-union writers or WGA members who are willing to cross the picket line. Those writers would risk disciplinary action from

the Writers Guild, including expulsion.

The more immediate impact of last week's vote will come in terms of lost jobs.

Already, business at Universal Studios has slowed so much that the studio closed its commissary last week.

At Lorimar Telepictures, a spokeswoman said, "We will look at what we will be able to do production-wise." She also indicated that more layoffs may follow.

(Continued on Page 48)

Top Knoxville station dumps CBS in favor of NBC

By ADAM BUCKMAN
Staff reporter

WBIR-TV, the top-rated TV station in Knoxville, Tenn., will drop its 32-year affiliation with CBS this fall to become an NBC affiliate.

The affiliation switch allows NBC to move to the VHF band from UHF

and leaves CBS searching for an affiliate in Knoxville, the nation's 61st-largest TV market.

Although an affiliation agreement has not yet been signed between WBIR and NBC, WBIR General Manager Jim Hart confirmed last week that his station will become an NBC affiliate this September, just in

time for the Summer Olympics.

"It's a business decision based on the performance of NBC," Mr. Hart said. "They have a proven track record and the future looks good for them."

It's the first time in at least 10 years that CBS has lost an affiliate, according to Tony Malara, CBS's

president of affiliate relations.

"We're terribly disappointed that they made the call that they did," Mr. Malara said of Multimedia Inc., owner of WBIR. "We're very sorry to lose that affiliate."

By the end of last week, CBS had held "courtesy conversations" on a (Continued on Page 48)

Purchase of Taft Cable doubles size of MSO

By JANET STILSON
Staff reporter

NEW YORK—Western Tele-Communications Inc. is more than doubling its cable subscriber count with the \$420 million acquisition of Taft Cable Partners.

Western, which officially took the name of WestMarc Communications at a shareholders meeting last week, has reached an agreement to buy the systems of the Northeastern Cable Limited Partnership, controlled by the Robert M. Bass Group and Tele-Communications Inc. TCI is a 54 percent owner of WestMarc. The latest acquisition gives WestMarc

210,000 new subscribers, boosting its total to about 560,000. It moves the company into the top-20 list of multiple system operators, ranked by subscriber count.

The acquisition also caps a buying spree that has seen the company grow from 132,000 subscribers since early 1988, according to a WestMarc official.

In February, Western Tele-Communications merged with Marcus Communications, bringing its subscriber count to 267,000 and triggering the name change.

Since that time it has reached an agreement to acquire some Minnesota systems with
(Continued on Page 47)

Rogers Cablesystems' final bidders go on tour

By JANET STILSON
Staff reporter

NEW YORK—The seven finalists in the bid to buy Rogers Cablesystems International's U.S. operations were expected to begin touring the company's facilities late last week.

Rogers has announced that its contenders, whittled down from a list of 10, are expected to complete the due diligence process and submit final bids by early July.

Toronto-based Rogers has not revealed

which companies are in the running for its systems, valued at more than \$1 billion and with 525,000 subscribers.

However, an alliance is being discussed between two of Rogers's more publicized bidders, United Artists Communications and the regional Bell telephone company, Pacific Bell Telephone, according to sources.

Pacific Bell, part of Pacific Telesis Group, is currently restricted from owning cable systems in areas where it has telephone franchises, in accordance with the
(Continued on Page 45)

NBC assures stations they'll get exclusive Olympics coverage

By WILLIAM MAHONEY
Staff reporter

MAUI, HAWAII—NBC-TV calmed its affiliates' fears here by assuring them that the network will not use any 1988 Summer Olympics coverage on its new cable sports service.

Robert Wright, president and chief executive officer of NBC, made the decision at a closed session during the June 16-18 affiliates meeting when station executives voiced their displeasure at the possibility that the upcoming Games wouldn't be theirs alone.

Affiliates responded to Mr. Wright's decision with a standing ovation, according to those in attendance.

During a news conference later, Pier Mapes, president of the NBC Television Network, stressed that the network won't be able to make up any revenue lost by offering Olympic coverage on Tempo Television because "there will be no cable deal at all."

Mr. Mapes acknowledged that the network had turned down offers for a portion of the Summer Olympics from basic cable's Turner Broadcasting System, ESPN and USA Network. The highest bid came from TBS at \$25 million, he said.

"We had promoted (the Games) as being exclusively on NBC and NBC affiliates," said Jim Siefert, chairman of the NBC affiliates board. "We had sold them that way to our advertisers who have purchased them thus far and will purchase them in the future."

He admitted that future NBC deals for such rights will have a provision to use some programming on the network and some on Tempo, but he said he doesn't anticipate conflicts between the network and its 208 affiliates over the issue.

NBC plans to lease time on Tempo Television for its own sports and news programming packages.

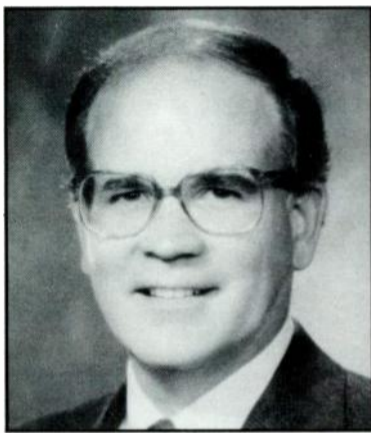
"I don't really see a tug-of-war and I don't really see a problem in the future," Mr. Siefert said. "We're in favor of a very strong network and we see the move to Tempo as a strengthening of NBC."

Mr. Mapes added that immediately following Mr. Wright's announcement he was promised three different clearances from three affiliates in thanks for Mr. Wright's decision.

"A guy shook my hand and said, 'Mr. Wright has just bought you the clearance that you wanted,'" Mr. Mapes recounted.

On a related note, NBC Sports President Arthur Watson said at the meeting that he was "astounded" by CBS's \$243 million winning bid for the 1992 Winter Olympics in Albertville, France. He said such bids will cause rights
(Continued on Page 45)

NBC officials discussing Olympics matters at the recent affiliates meeting included (top to bottom) Robert Wright, Pier Mapes and Arthur Watson.



Network chiefs tell House panel of HDTV fears

By ROBERT HOMAN
Staff reporter

WASHINGTON—If its needs aren't considered, free over-the-air TV may not survive the introduction of high-definition TV, the heads of the major broadcast networks told the House telecommunications subcommittee last week.

At the hearing, Laurence Tisch, president and chief executive officer of CBS, and Thomas Murphy, president and chief executive officer of ABC, urged that additional broadcast spectrum be reserved in case broadcasters need it to transmit high-quality TV signals.

"If HDTV is not introduced in this country in an orderly fashion, taking into account the spectrum needs of various of the industry's competitive segments, broadcasters and networks may not be able to provide our unique combination of local and national service," Mr. Tisch said.

Mr. Murphy told the congressmen that "if advanced television technology is not available to local broadcasters, the local over-the-air broadcasting system as we know it could be severely damaged."

However, Robert Wright, president and chief executive officer of NBC, warned that Federal Communications Commission spectrum reallocation proceedings to reserve this additional space could take up to 10 years.

"That would consume precious time and leave local stations lagging far behind their cable and VCR competitors, which do not have comparable regulatory or technical spectrum-limitation problems," Mr. Wright said.

Instead, Mr. Wright said broadcasters should look to implementing advanced TV systems that are compatible with existing technology and spectrum space.

He said NBC has invested \$45 million in developing an enhanced television system that can be transmitted on a single channel and received by existing TV sets.

One member of the subcommittee, Rep. Jim Cooper, D-Tenn., said the networks, by failing to encourage the delivery of high-definition TV signals via methods other than over the air, were acting like "large, very powerful dinosaurs protecting their feeding grounds."

A House science subcommittee also held hearings on high-definition TV last week.

Rep. George Brown Jr., D-Calif., a member of that subcommittee, said that the Japanese have invested more than \$500 million in HDTV research.

"Our failure to successfully compete in the development and production of high-definition television could determine the future of our semiconductor industry," Rep. Brown said. #

Firm to own ABC, Fox affiliates in 1 market

By ADAM BUCKMAN
Staff reporter

In what might be the first such instance of its kind, a single company this fall will own a network affiliate and an independent TV station serving the same market.

By using a satellite TV station, Smith Broadcasting will be able to serve the Johnstown/Altoona, Pa. market with both an ABC affiliate and a Fox affiliate.

And thanks to cable TV carriage, both stations will reach the entire market, even though they were designed to simulcast the same programming in separate regions.

The unique arrangement has the blessing of the Federal Communications Commission, though its rules generally prohibit co-owner-

ship of TV stations in the same market.

The stations, WWCP-TV, Channel 8, in Johnstown, and its satellite, WWPC-TV, Channel 23, in Altoona, are owned by Smith Broadcasting, based in Birmingham, Mich.

In September, the satellite, WWPC, will become an ABC Television Network affiliate, while WWCP will remain a Fox-affiliated independent.

Currently, the satellite station simulcasts the programming of WWCP.

Satellite TV stations are traditionally used to simulcast a station's programming in regions of the market not reached by the primary station. They are mostly used in areas where a station cannot serve the entire market due to mountains or some other geographic barrier.

The FCC grants licenses for satellite TV sta-

tions only if the signal contours produced by the two stations don't overlap significantly, explained Steve Sewell, assistant chief of the FCC's video services division.

In other words, satellite TV stations are OK with the commission if signals from both facilities cover a market with less than "10 percent contour overlap," he said.

He added that satellite stations are not required to simulcast the same programming.

In Johnstown/Altoona, the over-the-air signals of WWCP and WWPC separately cover their cities of license, but they don't cover both cities, according to the stations' general manager, Marty Ostrow.

However, due to cable TV carriage, the two stations will each cover the entire Johnstown/Altoona market with separate programming.

"Our attorneys have checked all this out," Mr. Ostrow said. With cable TV, over-the-air signal interference ceases to be an issue of concern for the commission, he said.

Therefore, WWPC, the soon-to-be ABC affiliate licensed to Altoona, will be seen on Johnstown cable TV.

ABC currently does not have an affiliate in the Johnstown/Altoona market, the nation's 85th largest, and it has sought to place one there, Mr. Ostrow said.

The other station, Johnstown-licensed WWCP, also will cover Altoona with the help of strategically placed translators that will lift the station's signal over mountains and into Altoona for the first time.

The placement of translators also has been approved by the FCC, Mr. Ostrow said. #

The Storyteller.

Once a week Jerry reads a story to Mariama.

For Jerry, it's his first chance to help the world. For Mariama, it's a happy ending that's just beginning.



"Time To Care" is a total station campaign that celebrates what people like Jerry and the other 150 kids of Boston's JFK Library Corp are all about: caring.

"Time To Care" allows your station to take a leadership position by

recognizing people who are already making a difference in the community and by inspiring others to get involved. And like "For Kids' Sake", "Time To Care" offers unique opportunities for sponsor involvement.

In Boston; Dunkin' Donuts, and

New England Telephone have already signed on as sponsors for WBZ's "Time To Care" campaign.

"Time To Care" can give your viewers a sense that their community needs them; that they *can* make a difference.

*Time
to Care*

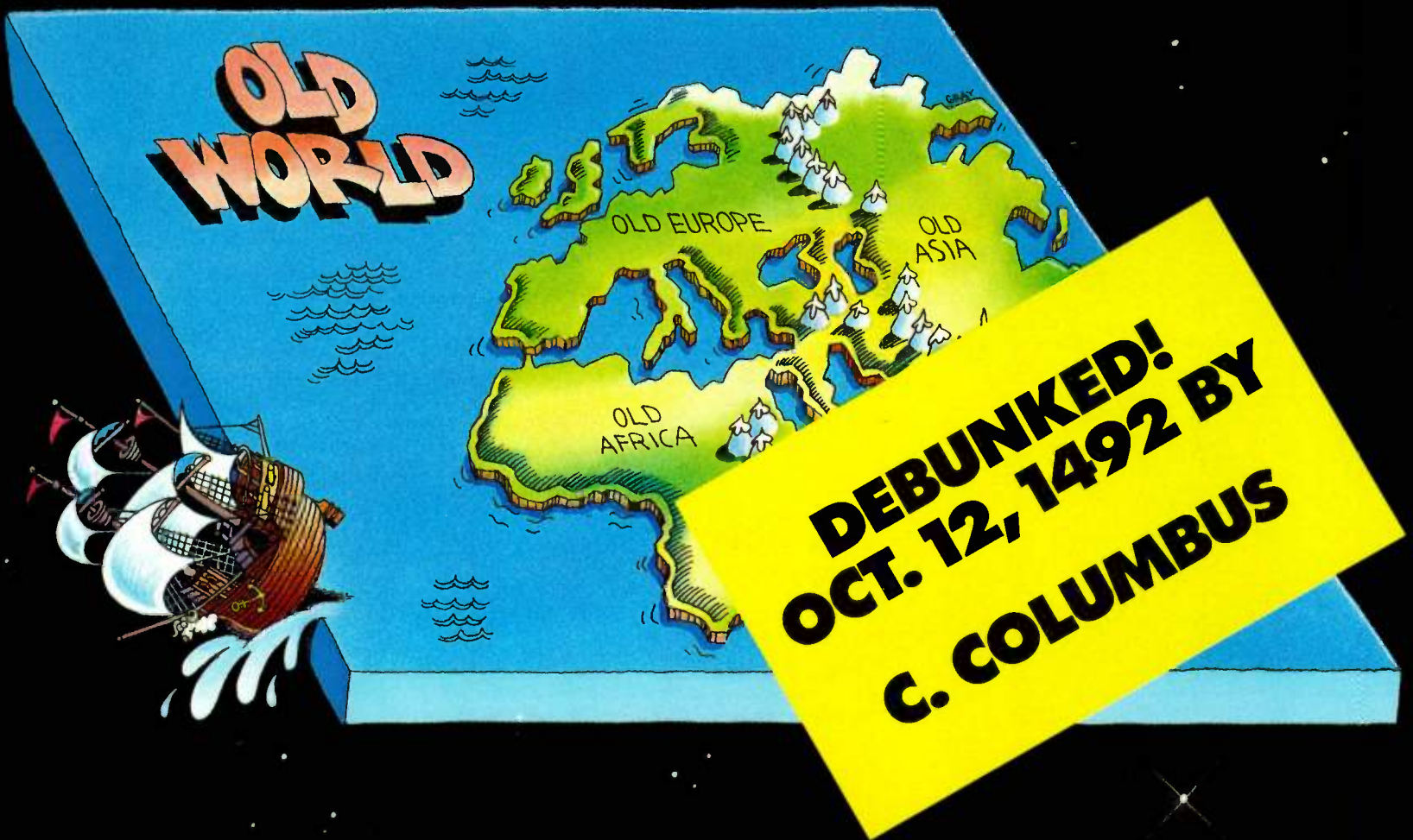
...it's time has come!

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TWO GREAT M

1.



NEW WORLD. It took a man with the courage of Christopher Columbus to prove to the world that the Earth was round and not flat, as was commonly believed. Struggling against hordes of naysayers and tough odds, Columbus persevered in his quest.



And when he was done, not only had he debunked a milleniums-old myth, he had also cleared a path for future discoveries.

MYTHS OF MAN.

2.

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

**DEBUNKED!
SPRING 1988 BY**

**It's a
Living**
A Witt/Thomas Production

PHILADELPHIA, PA. In the spirit of Columbus, another long-standing myth has just been shattered by "It's a Living." That is, the belief that off-network comedies will always outperform first-run comedies in stripping. In the recently completed May sweeps in Philadelphia, WTAF set forth to explore new territory by becoming the first station to strip "It's a Living." And they uncovered a valuable treasure of wealth.



"It's a Living" raised WTAF's 6:30pm time period ranking from fifth last May to finish the May '88 sweeps in second place, retaining 92% of its "Family Ties" lead-in.

It sailed past competing sitcoms like "The Facts of Life" and "All in the Family," and outperformed the "CBS Evening News" and "NBC Nightly News." In fact, "Living" even turned in a higher time period share on WTAF than "MASH," "Taxi" and "Happy Days," and a higher share than such shows as "Diff'rent Strokes," "The Jeffersons," "Silver Spoons," "Gimme a Break," and "The Odd Couple" in the same market.

Now that the facts are known, it's time for you to explore our great new world of first-run strip profits. Why pay more when you can get the same quality performance for so much less?

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

SOURCE: ARB 5/87, 5/88

Lorimar TV units expected to live

Insiders at **Lorimar Telepictures** say virtually all non-contract staffers are walking on eggshells following a swift round of layoffs over the past two weeks (see related story, Page 38). But when the dust settles from the firm's \$1 billion merger with Warner Communications, two key television operating divisions—network and first-run programming—are expected to remain. One scenario making the rounds is that Lorimar will sell off its recently renovated Culver City film lot to retire much of the studio's \$550 million debt. Once the merger is completed in September, Lorimar Telepictures is expected to be replaced by a Warner-Lorimar logo and its much-trimmed operations located at Warner Bros. headquarters in Burbank.

While virtually all was quiet on the upfront buying season beat last week, advertising agency sources reported one interesting bit of news that cropped up as they put the final touches on their media plans. Sources said the new **Turner Network Television** is offering national advertisers a 0.6 to 0.8 national rating (percentage of television households) guarantee. Advertising units in the new cable television network's programs will be sold in packages with Superstation TBS's inventory.

Cable ad sales executives expect a bigger than usual dose of **cable bashing** from the three broadcast networks as they prepare for a tough upfront market. NBC, for one, has already attacked cable's low VPH's (viewers per household) in its research to advertisers. And ABC is known to be readying some ammunition on cable's limited reach. But one cable sales executive warns that the networks' anti-cable tactics may backfire. He points out that in NBC's research, his own cable network actually outperformed NBC in one key male demo, thereby providing more fodder to promote cable's prowess.

Meanwhile, insiders in the media-selling community say that the **Gillett Group**, which currently handles its own advertising sales in-house, is now thinking of hiring an outside rep to handle national spot sales. Sources believe that Gillett will be hearing rep presentations over the next few weeks.

THE INSIDER



ALAN COURTNEY
Producer is weighing several offers



JIM LAMPLEY
Globe-trotting to cover sports

More on the **Writers Guild of America** strike toll: Major independent and in-house public relations units throughout Hollywood are beginning to lay off staffers assigned to fall shows. According to one flack now on the streets, producers have grown increasingly pessimistic about when those shows will begin airing, thereby leaving publicists nothing to hype for now.

Sources close to NBC say the network has cooled its efforts to recruit affiliate relations team members for Tempo TV, the cable network it's taking over in January. The move has raised some eyebrows in the cable industry, according to one insider, because it coincides with NBC's altered plans, in which it will now lease the channel from Tele-Communications Inc., rather than purchase it outright.

Alan Courtney, outgoing president of Gaylord Production

Co., is weighing several offers that would "keep the nucleus (of the production entity) together" after its dissolution into Nashville-based Gaylord Syndicom, which is set to happen later this summer. The veteran Hollywood producer attributes the demise of his "small, boutique production company" to the current shakeout in first-run syndication. "Las Vegas offers a better run for your money," laments Mr. Courtney.

The **Silverbach-Lazarus Group**, which reportedly paid more than seven figures for broadcast rights to cable's "Faerie Tale Theatre," is finding the hour-long series a tough sell in domestic syndication. Only about 20 markets have been sold in the United States, although the show is sparking more interest overseas and in home video. Given the tough syndication market, Silverbach-Lazarus is putting more attention into programming for cassette distribution these days, according to insiders.

HBO is sure getting its money's worth out of **Jim Lampley**, the newly designated star of the pay-cable network's sports coverage. Don't be surprised if the versatile Mr. Lampley appears to be suffering from a little jet lag when he calls the Mike Tyson-Michael Spinks heavyweight title fight tonight. Last Saturday, he was scheduled to fly from London, where he's been covering the

Wimbeldon Tennis Tournament, to Atlantic City to prepare for the heavyweight fight. And the day after Tyson-Spinks, it's back to London for HBO's final days of Wimbledon coverage.

And finally, Buena Vista Television, responding to an item in the June 13 Insider column, confirms it has "an option arrangement" for a first-run project involving **Cindi Rinehart**, the ratings-generating talk show host at KOMO-TV in Seattle. But she is being considered for late-fringe projects that would start airing in September 1989, not 1988. That means she would not compete with the morning "Live With Regis & Kathi Lee" strip. Ms. Rinehart's show has scored well in comparison to "Donahue" and "The Oprah Winfrey Show," though it does not compete head on with those two powerhouses.

—By Marianne Paskowski from bureau reports

'Downey' controversy boosts rollout ratings

By **RICHARD MAHLER**
and **WILLIAM MAHONEY**
ELECTRONIC MEDIA staff

Controversy over content of "The Morton Downey Jr. Show" is apparently boosting the first-run talk show's ratings in its experimental national rollout that began a month ago.

Viewer protests in San Francisco have led to the rejection of several recent episodes by NBC affiliate KRON-TV there, and WRGB-TV in Albany/Schenectady, N.Y., yanked the strip after only four broadcasts, only to reschedule it June 14.

The negative press coverage "may increase viewer sampling, but it will hurt" syndicator MCA TV Enterprises' standing among stations, said Janeen Bjork, vice president and director of programming for the New York-based rep firm of Seltel Inc. "It makes them think twice before they take it on."

But executives at MCA are more inclined to agree with Dick Kurlander, vice president and director of programming for Petry Television, who feels the two trouble spots will have no effect on the show's sales.

"This show will be a hit in late-night," predicts Mr. Kurlander. "But I think it has a limited lifespan; I'd give it a year."

He estimates Morton Downey "has received at least \$5 million worth of free publicity during the past month," noting the host's appearance on "Donahue" and profiles in Time and People magazines.

"Obviously, we're popping champagne," says Bob Pittman, president of Quantum Media, which produces the series at MCA's WWOR-TV in New York, where it premiered last October.

"I was fully expecting the show to duplicate the New York situation, which was a slow

build," adds Shelly Schwab, president of MCA TV Enterprises.

Both of the principals behind the high-volume talk program say they expected "The Morton Downey Jr. Show" to take a while to grab hold, since talk shows are traditionally slow builders.

But last week the ratings continued to grow in several key markets. Among the ratings highlights in A.C. Nielsen Co. overnight data through June 21 were these:

- Early last week, Chicago's WPWR-TV was earning a 2.9 rating (percentage of TV homes) and a 5 share (percentage of sets in use) at 8 p.m. with the series, up from a 2.1/4 the week before.

- Philadelphia's WPHL-TV earned a 5/9 at 10 p.m. last week with "Downey," up slightly from a 4.6/8 the week before.

- In the same time period, Miami's WDZL-TV went from a 2.7/5 two weeks ago to a 3.5/6 at the beginning of last week.

- Independent WFTY-TV in Washington saw a gain after moving the series from 7 p.m. to 10 p.m., with the show averaging a 1.9/4 early last week, nearly twice the early ratings.

But the show's ratings dipped slightly in Hartford, Conn.; Seattle; and Boston, though one installment on the latter city's WSBK-TV earned a 6.8/18, its best performance so far.

The program, which made its national debut on May 30, is now airing on about 45 stations covering about 55 percent of the country.

"The Morton Downey Jr. Show" is being offered on a 15-week cycle, emulating an increasingly popular syndication industry on-air tryout sequence.

In a cash-plus-barter arrangement, MCA holds back 10 minutes for national advertising and stations receive two minutes for local ad

(Continued on Page 45)

WGN to carry first night game at home for the Chicago Cubs

By **RICHARD TEDESCO**
Staff reporter

When the first night games are played at Chicago's Wrigley Field in August, baseball fans around the country will see the lights on WGN-TV and NBC.

The Cubs had already indicated their preference to see the initial night telecast carried on WGN—as it will be on Aug. 8—since the Chicago superstation is the club's primary television outlet.

But both NBC and ABC, which carry Major League Baseball games under national broadcast TV contracts, had expressed interest in carrying the historic first night game.

NBC had one of its two prime-time games this season scheduled in the right spot, on Aug. 9, so it will carry the second night game at Wrigley.

"I would say that's coincidental," said Mark McGuire, the Cubs' vice president of business operations.

He explained that the date selection for the first Wrigley night games was simply tied to the completion of light towers and testing of the lights.

"This is something we had hoped for. But they were calling the shots," said Jon Miller, vice president of programming for NBC Sports.

The broadcast networks select the dates for their respective baseball telecasts each November for the following season. Mr. Miller said NBC would not have disrupted its own prime-time schedule to get the night game if the date had not worked out.

Seven night games will be played at

Wrigley this year.

Some published reports have suggested that NBC's carriage of the game was a case of Major League Baseball snubbing ABC, largely because Dennis Swanson, who is ABC Sports' president, has publicly declared his dissatisfaction with the cost of the network's current rights contract with MLB.

But Jack O'Hara, ABC Sports' director of programming, said the network doesn't subscribe to that interpretation.

"We don't feel this was an attempt to bypass ABC. It's just the way the scheduling went," he said.

Bryan Burns, MLB's senior vice president, confirmed that the date of the inaugural Wrigley night game was entirely up to the Cubs.

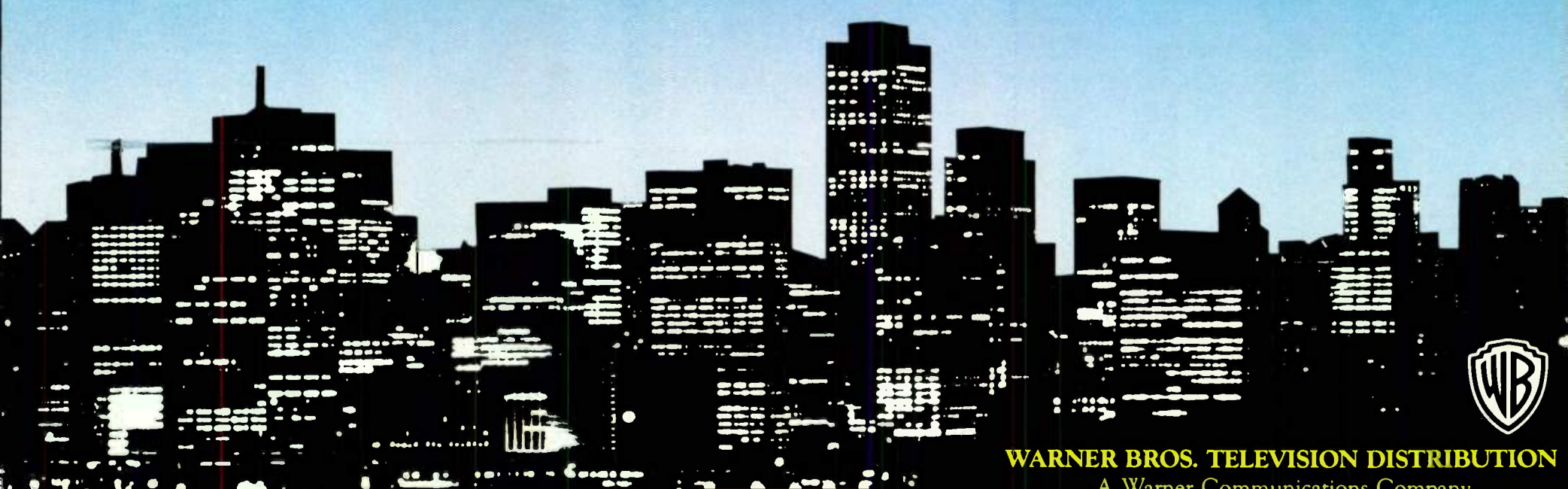
WGN felt that it rightfully had the inside track to the first night game at Wrigley due to its 150-game regular-season Cubs television schedule and its historical relationship with the team, according to Dennis FitzSimons, WGN vice president and general manager.

"WGN-TV pioneered the televising of baseball games when it telecast the first home Cubs game against St. Louis on April 23, 1948," Mr. FitzSimons said in a prepared statement, adding that he felt it appropriate that WGN participate in the "new era" of night ball at Wrigley Field.

WGN, which now reaches an audience of 23 million television households as a cable superstation, started operations in 1948, carrying its first game telecast to an audience of 16,000 TV sets. The station is owned by the Tribune Co., which also owns the Cubs.

Night Court

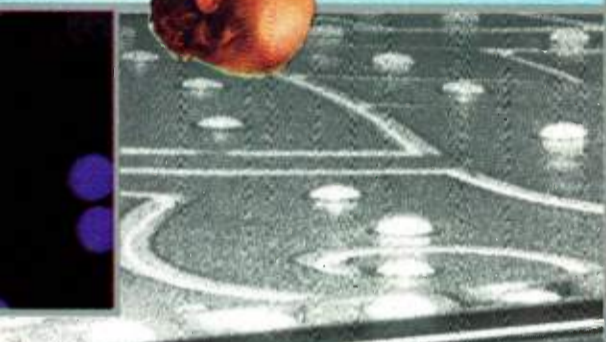
AVAILABLE 1988



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

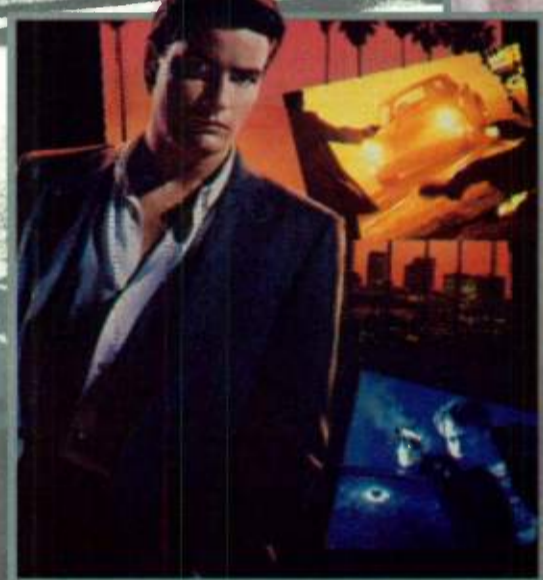
STAR

ROBOCOP • THREE AMIGOS
MALONE • THE BELIEVERS
THE COUCH TRIP • MAKING



ORION IV

• MAXIE • NO MAN'S LAND
• THROW MOMMA FROM THE TRAIN
• MR. RIGHT • NO WAY OUT



The blockbuster package you've been waiting for... Orion IV! The box office hits! The hilarious comedies! The promotable giants! Hollywood's hottest stars light up the screen in one of a kind, memorable performances. Celebrate the opening of Orion IV! 22 titles with the power to make your station the dominant movie station!

Title after title, Orion IV has the perfect mix of action, adventure, suspense and comedy... all the ingredients for maximum rating performance.

So take your place front row, center for the best in feature film entertainment, ORION IV!

ORION[®]
TELEVISION SYNDICATION

A House full of film critics

The artistic worth of the greatest American films has been accepted for so long that people forget that movies, like TV, began as a cheap popular entertainment that earned sneers from the elite.

Every new entertainment variation, if it appeals to enough people, is bound to face opposition from those who see it as mere twaddle.

And that's fine—until Congress gets involved.

At issue this week in the House of Representatives was a bill calling for the establishment of a "National Film Commission" whose main purpose would be to designate certain films as American classics.

Under penalty of law, TV programers could not colorize or edit these movies in any way unless viewers are warned at the beginning.

Furthermore, anyone showing these films in an altered form apparently would also have to tell viewers how the creators of these movies feel about the changes. And if the creators are dead, than the National Film Commission will simply guess how they *would* have felt.

To us, the whole enterprise seems like a waste

of time. What is Congress trying to protect here?

Neither colorizing nor editing a film to fit a time slot does any damage to the original full-length movie. And in this age of home video, purists who take their black-and-white films straight can get them that way.

Moreover, all available data indicate that people do like colorization: Colorized films far outsell their monochromatic counterparts in video stores, and syndicated sales of colorized films are booming. Why penalize TV for giving viewers what they want?

And keep in mind that the Copyright Office has already ruled that only the rights holder—generally the studio, and not the movie's creators—has any say on colorization.

The bill's presence last week was the result of a continuing campaign by Hollywood stars to protect their favorite films. But it is a mistaken effort.

The ultimate effect could be simply to convince programers not to show these movies at all, rather than deal with all the headaches. And that's a result no one wants. #

LETTERS TO THE EDITOR

Requiring anti-drug ads would be wrong

Sen. Ernest Hollings' proposal to require broadcasters and cable systems to air government-paid anti-drug advertisements would be the greatest waste of federal dollars in the crackdown on drugs.

The broadcast and cable communities are already doing an excellent job in communicating the dangers of drug abuse by setting aside valuable time for *free* public service announcements. These stations are fulfilling their obligations to serve the public interest without compensation.

The public interest would be better served if Sen. Hollings and company would use the proposed \$50 million ad expenditure to restore the cuts in the U.S. Coast Guard budget for drug interdiction.

Why not use the money to build more federal jails so that the drug kingpins will not return to the streets to cripple our cities and destroy our youth with their drug trade and related violence?

Instead, the re-regulators want to use the drug crisis as a cover for expanded government intrusion into programming content. It is also an assault on the broadcasters' demonstrated capacity to voluntarily fulfill their public interest obligations.

In short, the forces of re-regulation do not trust broadcasters and cable systems to serve the public interest. Instead, they would force upon the electronic media paid public service advertising at the lowest cost per unit. It's part of their concerted efforts to regulate programming content whether it be children's programming or PSAs.

Our industry must vigorously fight the

dangerous legislation by first renewing our commitment to free anti-drug PSAs and scuttling efforts to enact this program.

Paul McCarthy
Paul McCarthy for Congress
Lynnfield, Mass.

We must revive short-wave radio

In the May 30 issue of ELECTRONIC MEDIA (Page 16), a note under the headline "Improved radio 'super receiver' must not be a wimp" appeared, written by H. Dickson Norman, founder of one of the United States' newest shortwave outlets, NDXE, Opelika, Ala.

Mr. Norman is right on target with his statement, and I'd like to enlarge the bull's eye a bit.

From the very beginning, radio was comprehensive in its scope. Receivers manufactured into the early 1950s included both medium and shortwave capability. Most covered from 540 KHz to at least 18MHz or more. FM coverage was included too.

But then something happened. U.S. radio became a music machine. Programs went to television. The AM and FM radio dials became wall-to-wall music/news/talk formats as radio found a new niche for itself. The American listener was given far fewer choices, and broadcasters worked with programming, not programs.

We tell ourselves that we're the best-informed nation in the world, and that's pretty true, up to a point. That point is reached when you consider where our information comes from: AP, UPI, sometimes Reuters, and the networks' own news-gathering organizations.

The U.S. networks have some of the best news staffs in the world. But there's still more!

There are hundreds of stations on the air that the average American listener can't hear, and in most cases, isn't even aware of. Daily transmissions, in just about every language imaginable, are aired by such unknown broadcasters as the BBC, Radio Canada International, the VOA, Radio Moscow, Deutsche Welle, Radio Australia, NHK (Japan), as well as independent stations such as HCJB, Quito, Ecuador, Trans World Radio and many more.

There are broadcasts on the shortwave bands intended for local consumption in the broadcaster's own region, but, since radio doesn't respect international boundaries, they can be heard with good strength and quality in this country.

It's fascinating to listen to news reports from someone else's point of view, whether they are about us or the rest of the world.

Receivers do exist that cover these frequencies, and they're available at such accessible locations as Radio Shack, but why force consumers to buy special equipment?

Why not learn from the past and include shortwave coverage in off-the-shelf garden-variety receivers as we once did, to the delight of a kid who would race home from school and turn on the radio, then, when "Challenge of the Yukon" was over, switch up to the part of the dial with all those exotic names: Berlin, Cairo, London, Moscow, Amateur, Ships, Airplanes, and listen to the rest of the world for hours. It can happen again.

With a little help from the industry, we can truly become "the best-informed country in the world."

Russ Hamnett
station manager, KNAU-FM
Flagstaff, Ariz.

QUICK TAKES

How does your station plan to promote NBC's Summer Olympics coverage at the local level?



Don Hein
sports director
WTHR-TV
(NBC)
Indianapolis

"We have a lot going on. At the Indianapolis 500 parade, we had a float with Olympians Edwin Moses and Bart Connor promoting our Olympic coverage. And we start special features on our newscasts in July we call 'An Insider's Guide,' to bring viewers the nuances of Olympic sports."



Art Eckman
sports director
WXIA-TV
(NBC)
Atlanta

"We plan on featuring the Georgia athletes that are going to Seoul on our newscasts. We have a number of local Olympians. For instance, hurdler Edwin Moses went to college in Georgia. We'll also be doing commercial cut-ins with these same athletes."



Ivan Ladizinsky
creative consultant
KCST-TV
(NBC)
San Diego

"We're undergoing a lot of changes at our station, repositioning ourselves in the market, and the Olympics offer us a lot of opportunities to do that. For example, we plan to use the half-hour of time before the opening ceremonies to introduce our new station to viewers."

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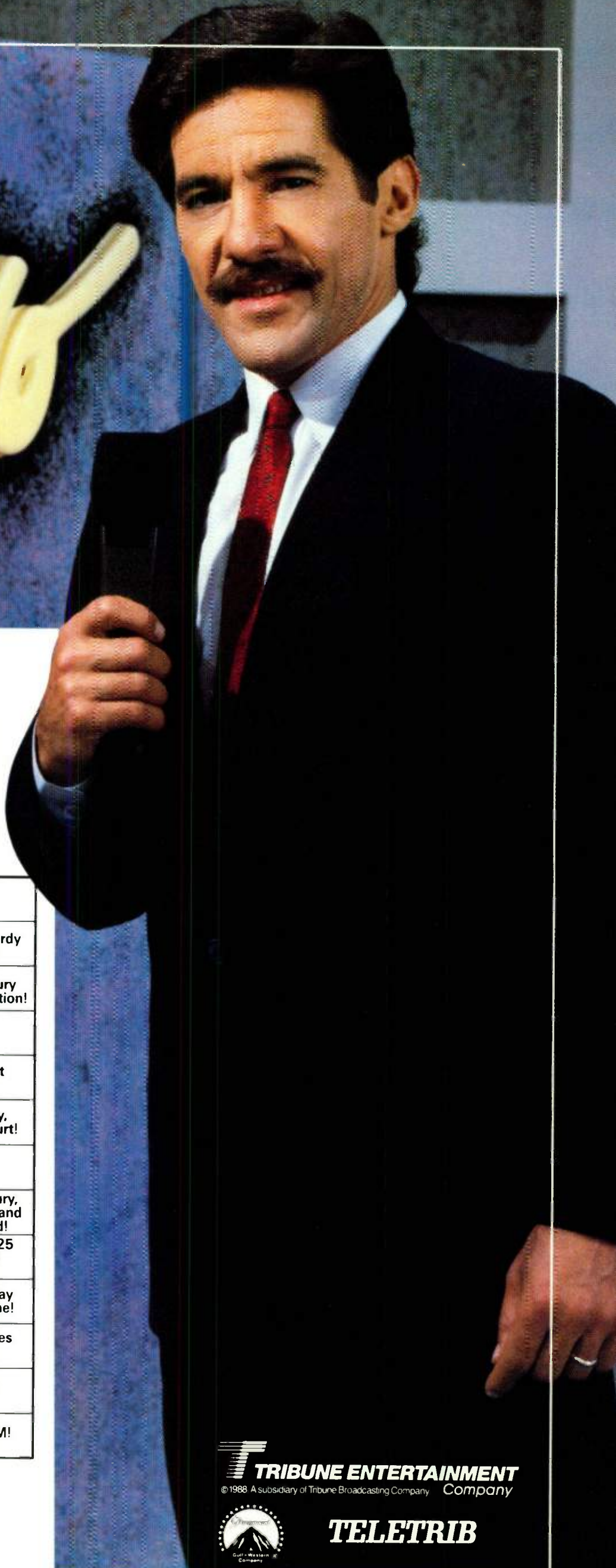
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Geraldo is hard to beat!

The May Ratings Period prove it. Geraldo's audience keeps growing as the competition keeps falling behind.

Rating	Market/Station	Rating/Share	Comments
#1	Atlanta WSB/9AM	6/27	Beats Donahue, Jeopardy and Win Lose or Draw!
#1	Boston WCVB/10AM	6/33	Beats Sale of the Century and Classic Concentration!
#1	Cleveland* WEWS/10AM	6/26	Beats Sally-Raphael!
#1	Denver KUSA/9AM	5/25	Beats The Price Is Right and Santa Barbara!
#1	Detroit WDIV/9AM	9/32	Beats Kelly & Company, Judge and Divorce Court!
#1	Los Angeles KCBS/4PM	6/16	Ties for #1 in rating!
#1	Miami WPLG/10AM	7/33	Beats Sale of the Century, Classic Concentration and \$25 Thousand Pyramid!
#1	Sacramento KCRA/9AM	5/22	Beats Sally Raphael, \$25 Thousand Pyramid and New Card Sharks!
#1	San Francisco KRON/9AM	4/20	Beats Good Morning Bay Area and Hour Magazine!
#2	Dallas KDFW/4PM	8/19	Beats Judge and Peoples Court!
#2	Seattle KOMO/9AM	5/21	Beats Good Company!
#3	Chicago WGN/11AM	4/17	Beats CBS O&O WBBM!

Source: NSI/*ARB, May 1988 overnights.

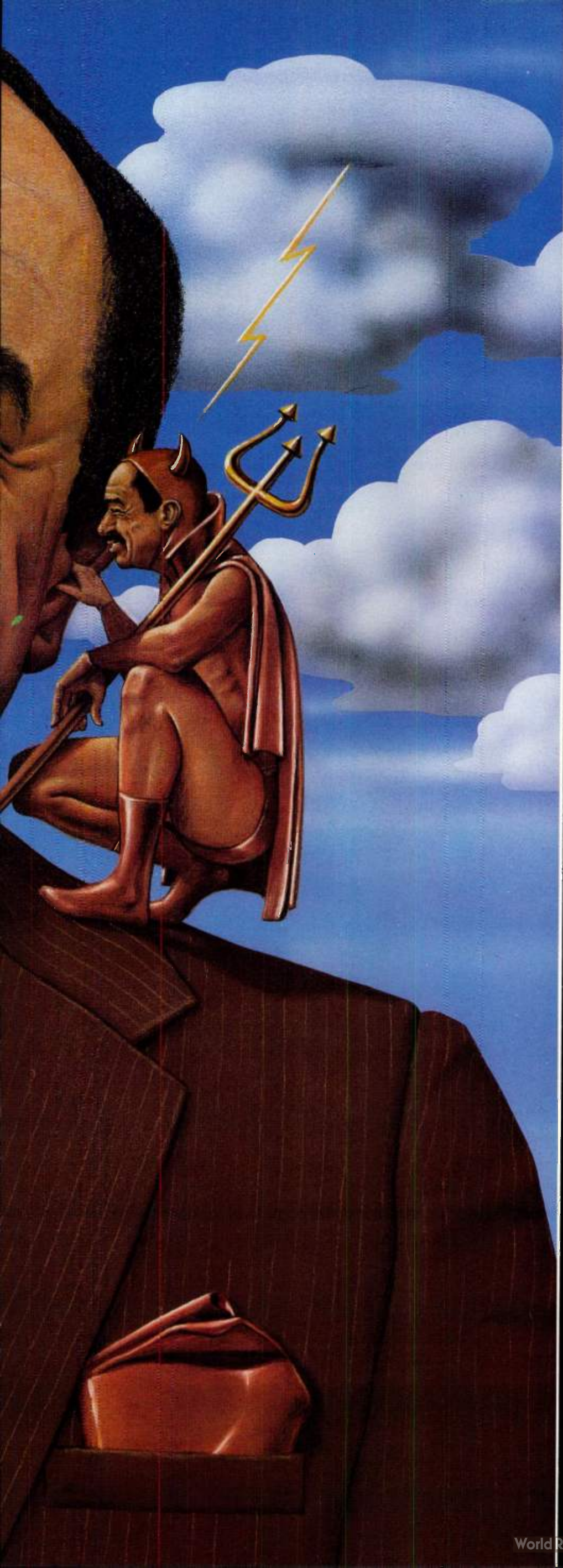
Geraldo
DEFINITELY NOT ALL TALK.

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TELETRIB





HE MAY NOT BE AN ANGEL BUT HE'S A HELLUVA STAR.

Sherman Hemsley.

For 15 remarkable years, he's been an unbeatable performer on both the network and in syndication.

He soared to fame as George Jefferson.

And today he is more popular than ever as the star of Amen, a series that has totally dominated its time period while constantly delivering a Top 10 Nielsen share.

Sherman Hemsley and Amen. There's nothing better.

Amen

It's The Last Word.

Produced by
Carson Productions Group, Ltd.
Distributed by

MCA TV

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Source: NTL Seasonal averages 1986-87 and 1987-88. Performer Q.

In the wee hours, radio gears up for truckers

(Continued from front cover)

women truckers.

"He's got to be the world's worst chauvinist," Big Ugly said of the Pigsticker.

"Hey, Big Ugly, how'd you get your handle?" asked WLW's overnight air personality, Dale Sommers, "The Truckin' Bozo."

"Mom used to stand me in the corner and feed me with a 12-gauge, I'm so ugly," replied Big Ugly, who said he was calling from Burdett, N.Y.

The telephone calls were typical of those heard early every morning on WLW, one of a handful of 50,000-watt, clear-channel AM radio stations that air overnight radio programs uniquely tailored to truck drivers.

Besides the Truckin' Bozo, truck drivers roaring down the nation's interstate highways in the pre-dawn hours might be accompanied by Big John Trimble from WRVA-AM in Richmond, Va.; Fred Sanders from the Interstate Radio Network in Chicago; Dave Nemo and "The Road Gang" from WWL-AM in New Orleans; or Bill Mack, "The Midnight Cowboy" from WBAP-AM in Fort Worth, Texas, who periodically clangs his trademark cowbell to jolt drowsy truckers into wakefulness.

The shows air between midnight and 5 a.m. or 6 a.m., when the stations begin their morning drive programs.

The trucking shows are all aimed at the estimated 650,000 cross-country truck drivers who have little else to do except listen to the radio as they barrel down the nation's highways while most of us are asleep.

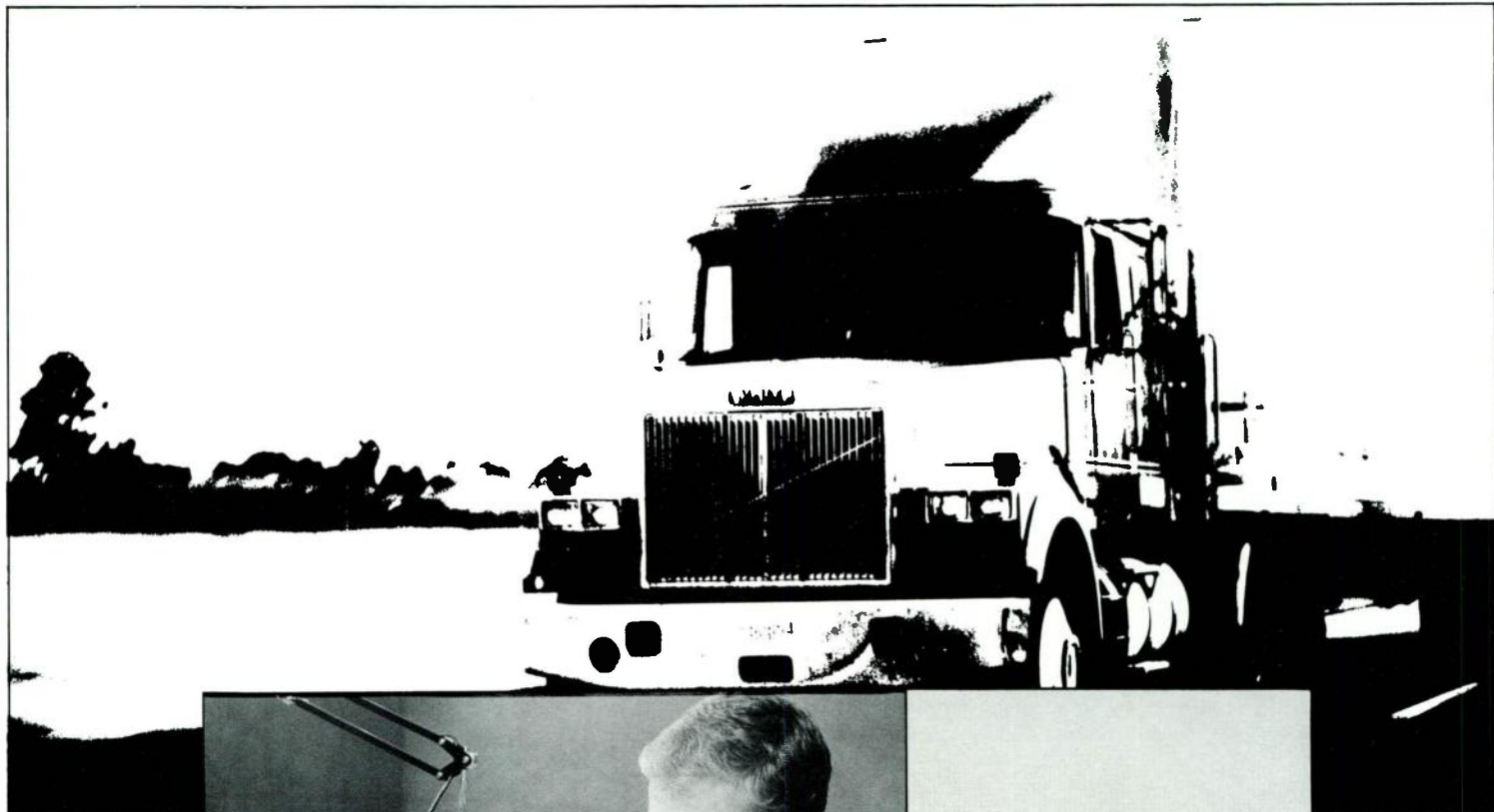
In fact, a 1985 study of truckers and their lifestyles conducted by Marquest Media Services of Beaumont, N.C., found that radio is by far the No. 1 medium for truckers, nearly 60 percent of whom listen to the radio for four hours or more per day.

Clear-channel AM stations have taken aim at truckers because the stations' powerful signals can cover most of the continental United States during the overnight hours.

That means truck drivers can receive the stations' signals long after they've driven past the coverage areas of conventional AM and FM stations.

Some of the trucking radio programs occasionally commission research studies to learn more about their listeners, but there is no conclusive data on how many truckers listen to each truck show or which one is "most popular."

Even with overnight audience measurement, which was introduced by Arbitron Ratings Co. earlier this year, it's doubtful that the listening habits of highly mobile truckers can be measured accurately.



'We treat truckers like airline pilots.'

—Fred Sanders
Interstate Radio Network

Thus, trucking disc jockeys will continue to measure their popularity by such benchmarks as how many telephone calls they get from truckers each night, how many people greet them warmly by name at truck exhibitions and, of course, how many times they've been named "most popular" by magazines such as American Trucker or Open Road.

While they all strive to entertain, today's truck radio shows also provide information that eases the way for truck drivers on long hauls.

Typically, truck radio shows consist of weather and traffic reports from around the nation, country records, on-air chatter by an air personality, and telephone calls from truck drivers via toll-free telephone numbers.

"We treat truckers like airline pilots," says Mr. Sanders, whose program employs a full-time weather forecaster.

Other features on Mr. Sanders' Interstate Radio Network include "Trucker News"; "Dear Linda," who is described as "the Dr. Ruth of truckers"; and "Load Postings," a feature that tells truckers where they can pick up a load of freight when their cargo trailers are empty.

Although it wasn't profitable in the early days, Mr. Sanders says his overnight truck show eventually became a profit center for WMAQ-AM as advertisers of truck-oriented products got accustomed to the idea of truck radio programming.

Today, he says, advertisers of trucking products support trucking radio shows with a variety of contests and promotional tie-ins.

For the last eight years, Mr. Sanders has annually given away a brand-new, 18-wheel, tractor-trailer in a promotion sponsored jointly by Ford Motor Co.; Cummins, a maker of truck engines; Timpco, which manufactures refrigerated trailers; and Texaco Truck Stops.

The tractor-trailer rig he gives away each year is donated free by Ford and Timpco—a contest prize worth more than \$160,000.

Other advertisers on trucking radio shows include truck stops (the Union 76 Truck Stop in Adairsville, Ga., for example, advertises 24-hour CB radio repairs and a free truck wash with the purchase of 80 gallons of fuel), boot makers, truck lines in need of drivers, organizers of truck exhibitions, tire

companies, truck equipment manufacturers, makers of citizens band radios and police scanners, insurance companies, trucking trade associations, and truck-washing facilities ("Scrub-a-Truck" near Cincinnati, for example).

In Richmond, WRVA's trucking DJ, Big John Trimble, handles an overnight truck show not unlike that of Mr. Sanders.

Mr. Trimble, who's been a radio air personality for 30 years, has been hosting WRVA's overnight shift for more than 10 years.

He says he doesn't mind working when most people are asleep because "the daylight hours got to me. I like having no traffic on the way to work."

Like other trucking radio personalities, Mr. Trimble positions himself as an advocate who sides with truckers on issues that affect their lives.

According to WRVA National Sales Manager Bob Walden, the federal government once asked Mr. Trimble to conduct a survey of his listeners when new federal guidelines concerning truckers' driving licenses were proposed.

Mr. Trimble's radio show for years had originated from a studio erected at the Jarrell Truck Plaza, a truckstop located 23 miles north of Richmond on I-95.

In another example of his activism, he pulled out of Jarrell's last year to protest the truck plaza's plan to build a bar for truck drivers.

He says he felt that a bar would encourage truck drivers to drink and drive.

Mr. Trimble's show now originates from WRVA's Richmond studios while he searches for a new truck stop.

WLW's Truckin' Bozo has also sided with truckers.

On a recent show, he advised truckers to take it slow in Ohio because that state's highway patrol had announced a crackdown on speeders.

The Bozo also led a recent boycott of Indiana highways in response to that state's banning of police scanners in trucks.

In protest, the Bozo asked his listeners to avoid purchasing fuel and other goods and services in Indiana.

"Several Indiana merchants called and

asked me to back off," he said. "Never!"

Although most overnight truck shows have been on the air for 15 to 20 years, the genre suddenly expanded this year.

In Chicago, Fred Sanders had hosted an overnight trucker show on WMAQ from 1975 until last fall, when Group W Radio bought the radio station from NBC and announced that it would scrap all of WMAQ's existing shows in favor of a 24-hour, all-news format.

Since leaving WMAQ, Mr. Sanders has been signing up affiliates for a satellite-delivered version of his trucker show, which is being marketed as the Interstate Radio Network, "the Radio Journal for Truckers."

Originating from the studios of WGN-AM in Chicago (but not aired on WGN), the Interstate Radio Network premiered March 28 with 13 affiliates.

WWL's "Road Gang" began airing in March on its first affiliate station, KRVN-AM in Lexington, Neb. The show is now being marketed as the Truckradio Network, according to WWL account executive Malcolm Pelham.

Mr. Pelham said there's no need for the Truckradio Network to pick up another affiliate because the combined nighttime signals of WWL and KRVN are powerful enough to cover all of the continental United States except for northern New England, the southern tip of Florida and a corner of the upper Northwest.

WBAP's trucking DJ, Bill Mack, returned to the station earlier this year after a six-year absence.

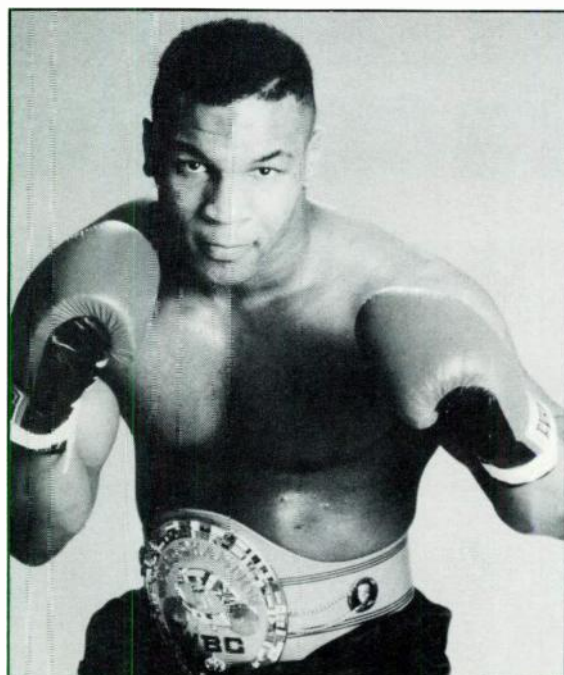
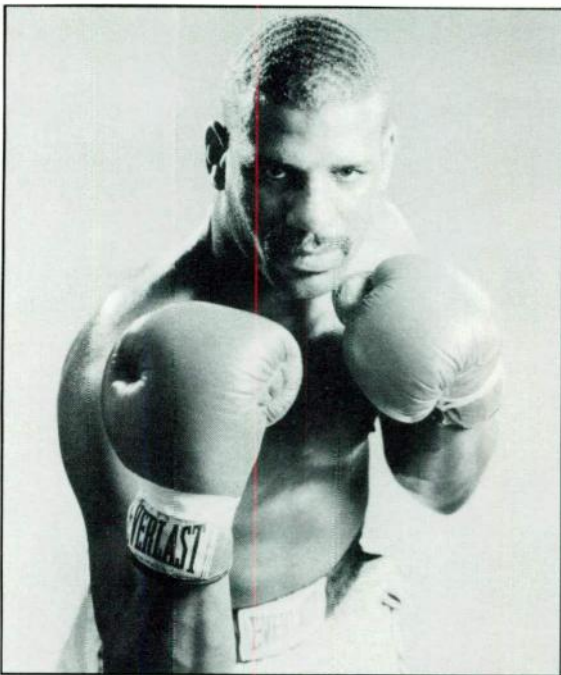
And due to demand by radio stations and radio representative firms, Marquest Media Services plans to complete an update of its 1985 truck radio study by the end of this summer, says Marquest President Paul Rule. Despite these moves, one planned truck radio network has died in development.

A group of broadcasters in Baxter Springs, Kan., had announced last year that it would launch a satellite-delivered truck radio show on a network that was to be called the T.R.U.X. Radio Network.

But, citing stiff competition from truck shows "already established in the marketplace," the development of T.R.U.X. was discontinued in May, according to one of its investors, Bill Arnel. #



Like other trucking radio personalities, Big John Trimble positions himself as an advocate who sides with truckers on issues that affect their lives.



To catch the action in tonight's fight between Michael Spinks (l.) and Mike Tyson, HBO has set up 12 cameras around the ring.

HBO prepared to produce high-tech bout coverage

By RICHARD TEDESCO
Staff reporter

This week's fight of the decade in Atlantic City, N.J., may turn out to be the sports production of the year for HBO.

And the service, which is producing the fight for closed-circuit TV and for videotape, says it's ready.

When "Iron Mike" Tyson finally squares off for the heavyweight championship title against Michael Spinks tonight, there will be 50 other mikes—the audio kind—surrounding the ring to pick up the sound.

Included in that array are 10 Sennheiser microphones suspended above the ring to pick up the impact of every punch. Sennheisers are extremely sensitive mikes normally used for studio recording.

The only glitch in HBO's audio plan is the adamant objection of Butch Lewis, Mr. Spinks' manager, to having his fighter's corner wired for sound.

"His problem is old HBO history," said Ross Greenburg, vice president and executive producer for HBO Sports. "He's dragging out the lawsuit and letting that suit affect the broadcast."

Rock Newman, a spokesman for Butch Lewis, confirmed that the unresolved \$10 million lawsuit HBO has pending against Mr. Lewis over a previous boxing match has contributed to the current problems between the two parties.

However, Mr. Lewis has said he'll allow a post-fight interview with Mr. Spinks by Ray Leonard, the retired champion and HBO commentator. However, the

Spinks camp has stipulated that the interview can't be carried on HBO's taped coverage, says Mr. Newman.

Whatever HBO may miss in sound, it will more than make up for in pictures.

The service plans to have a remote-controlled super slow-motion camera mounted behind the post of one of the "neutral" corners to catch the action.

Last time HBO used the super slo-mo setup, Marvin Hagler's handlers dismantled it during their fighter's loss to Ray Leonard. They said its location behind their corner's post was hampering between-round activities.

There will be 11 other cameras trained on the ring to catch the blow-by-blow of the Tyson-Spinks confrontation, including one mobile remote unit.

The most remote unit in the production, however, will be transmitting pictures from New York's Madison Square Garden, one of the event's largest closed-circuit venues.

The idea, Mr. Greenburg says, is to give a complete picture of the atmosphere surrounding the event.

"It's a multimedia event," he says. "I wanted to give people a feel for what closed circuit was like."

Momentum Enterprises is handling the closed-circuit transmission.

While HBO produces the Tyson-Spinks fight, it is doing a balancing act with its production of the Wimbledon Tennis Championship, which continues through the women's semi-final match on Thursday.

That means splitting its regular seven-member production crew between the two events, and adding 100 staff technicians for each production. #

Cable engineers discuss outlook for technology

By RUSSELL SHAW
Special to ELECTRONIC MEDIA

SAN FRANCISCO—High-definition television and fiber optics shared center stage at Cable Tec Expo, the annual engineering conference of the Society of Cable Television Engineers.

Speakers at the June 16-19 conference here concentrated on the relationship between the marketing and the technology that's needed for these new delivery systems to become accepted.

Three of the conference's four engineering panels were devoted to these new technological frontiers.

But while some speakers praised the new technologies, others cautioned that high prices, cable's existing technological base and a lack of standardized performance criteria put conversion to HDTV and fiber optics several years away.

The long-range implications of these and other developments were addressed by cable TV veteran Edward Allen, now president of the Walnut Creek, Calif., consulting firm InterMedia Partners.

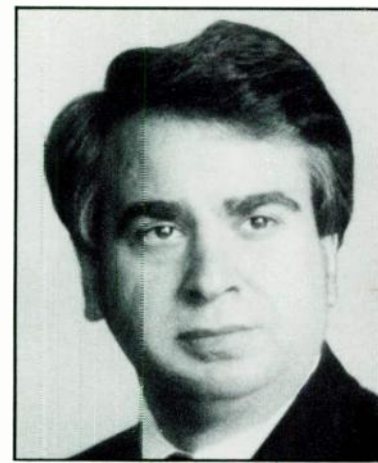
"Right now we are on the edge of a new emphasis on engineering," Mr. Allen said during his opening remarks at a panel discussion titled "The Future of the CATV Business."

"We have ahead of us fiber optics—the expansion of our channel capacity using fiber optics. Is it for real today? Is it a future possibility?" he asked.

"Do we know how to carry fiber optics all the way to the home, or is it only a trunk-line phenomenon?"

Several panelists offered cost analyses showing the high costs of fiber optics, prompting some to say that it is advisable to view fiber as supplemental to coaxial cable rather than as a total replacement for coaxial cable.

Hal Krisbergh, president of the Jerrold Division of General Instrument, said the future of television is tied to cable.



HAL KRISBERGH
Cable industry poised for future

"There's going to be a pipeline into that home that is going to bring video, voice and data into that home," he said. "The only real question is what steps and how, when and where that pipeline will develop."

"It is clear the cable industry is positioned to take that leadership role," Mr. Krisbergh added.

Mr. Krisbergh and others said they believe the cable TV industry is in this position because it already has the video conduit to the home needed for varying broadband services.

Competing modes, Mr. Krisbergh said, aren't in place and would require complicated log-on procedures for such services as computer-delivered videotex.

"The potency of the cable TV position is very strong, and it is through this technology base that there's no question the future will evolve," he said. "The question is, how do we move forward?"

He said that in his view, issues of improving cost, quality and capability bring such advances as fiber

(Continued on Page 43)

Panel advises against UHF re-allocation

By DOUG HALONEN
Staff reporter

WASHINGTON—As expected, the Advisory Committee on Advanced Television Service has unanimously recommended that the Federal Communications Commission refrain from re-allocating any UHF TV spectrum.

The June 17 report said the FCC should hold off on re-allocating that space until it can be determined whether that channel space will be needed for advanced broadcast technologies.

In addition, the committee recommended against taking any steps to thwart cable operators or others from introducing their own advanced TV systems.

Yet the committee also said that care should be taken to ensure that the current generation of TV sets isn't made obsolete by the developments.

In addition, the report recommended that a high-definition TV standard be set for broadcasting.

Setting a standard is essential "if broadcasters are to continue to serve as a viable means of providing important local service benefits to the American public," the report said.

The committee, which was formed last September to advise the FCC on what role it should take on high-definition and other advanced TV systems, has 25 voting members.

The members were selected from the broadcasting, cable, program-production and equipment-manufacturing industries.

Bill Hassinger, assistant chief for engineering of the FCC's Mass Media Bureau, said the committee will now concentrate on testing systems and studying where broadcasters will be able to get the additional spectrum they may need to offer advanced TV service. #

Soviet satellite station planned

IDB Communications, the Los Angeles-based company that provided satellite transmission service for the recent summit meeting, has signed an agreement with Cosmicheskia Sviaz, a for-profit arm of the Soviet Ministry of Posts and Telecommunications. The two have agreed to set up an IBS satellite earth station facility in the Soviet Union for direct digital communications services between the United States and the U.S.S.R. The link, which is under a five-year contract, will give U.S. media, businesses and other users direct connections of telephones and will allow for the digital transmission of facsimiles, program-quality audio, computer data, photographs and compressed video. Currently there are 11 dedicated lines for telephone communications between the two countries. IDB President Jeffrey Sudikoff says his company hopes to begin transmission service by the end of July.

The Arts & Entertainment Network is moving its signal to transponder 12 on the Galaxy I satellite on July 1. The purpose of the move is to increase access to A&E's signal. The cable service will continue its present transmission over transponder 24 on Satcom 3R during the month of July to ensure a smooth transition.

HBO is flip-flopping two satellite feeds this

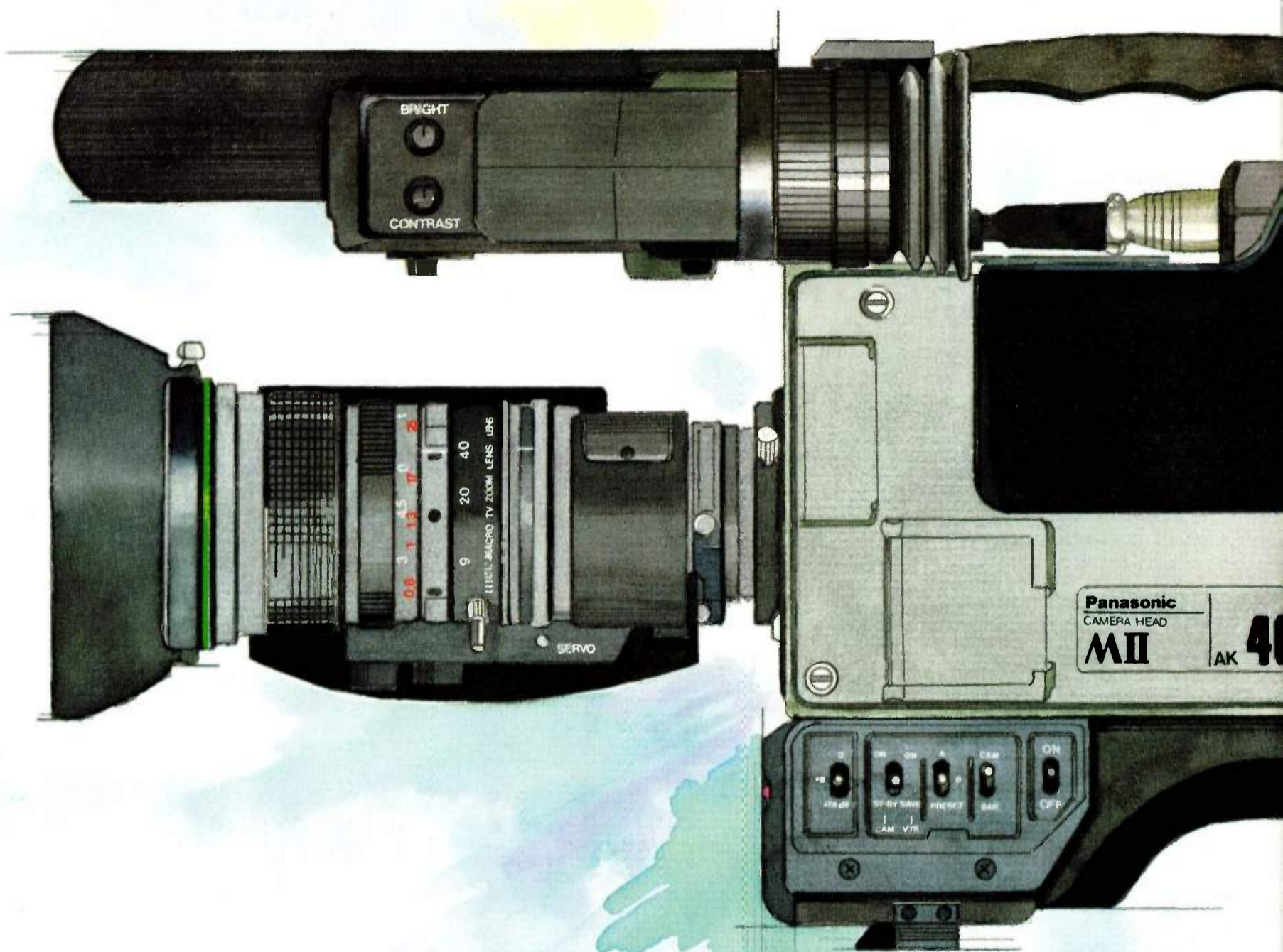
TECHNOLOGY BRIEFS

summer. Its West feed moves from transponder 13 of the Satcom 3R satellite to transponder 1 of the Galaxy I satellite. The East feed jumps from transponder 1 on Galaxy I to transponder 13 on Satcom 3R. The reconfiguration, which begins July 1, is expected to be completed Aug. 15.

Two Tele-Communications Inc. systems will become testing grounds of a new high-definition television system, SuperNTSC, developed by Faroudja Laboratories. The project is under the auspices of the National Cable Television Association's technical advisory committee on HDTV.

The Consumer Electronics Group of the Electronic Industries Association reports that video sales to dealers overall were up in May. According to the Washington-based organization, the following categories saw increases in sales to dealers in May compared with May 1987: camcorders, 45.9 percent; projection TVs, 25.5 percent; color TVs, 5.2 percent; and monochrome TVs, 2.6 percent. The home videocassette recorder was the only video product that didn't gain, dropping off 8.9 percent from the previous year. #

Panasonic introduces the a field camera/recorder



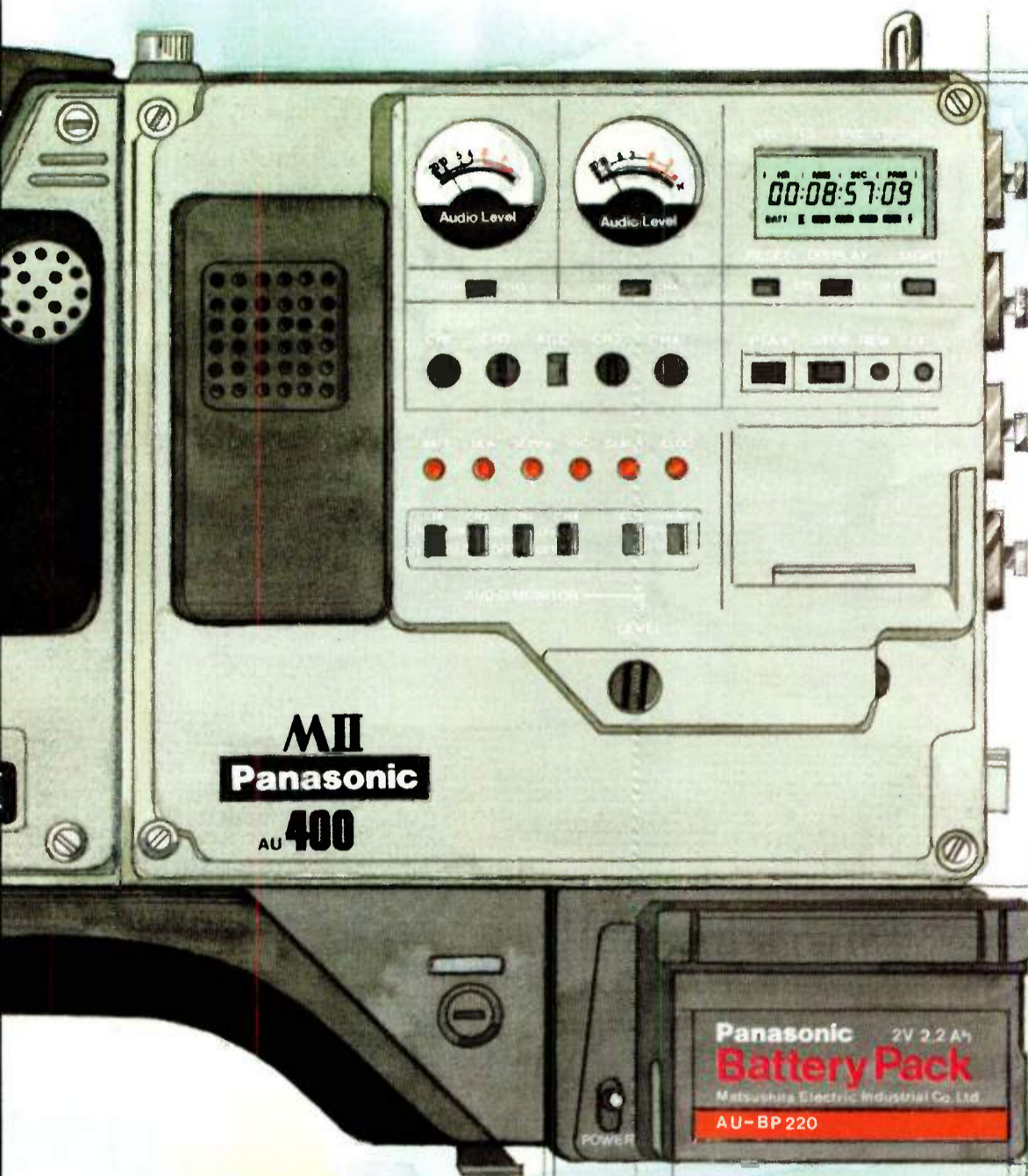
Panasonic
MII

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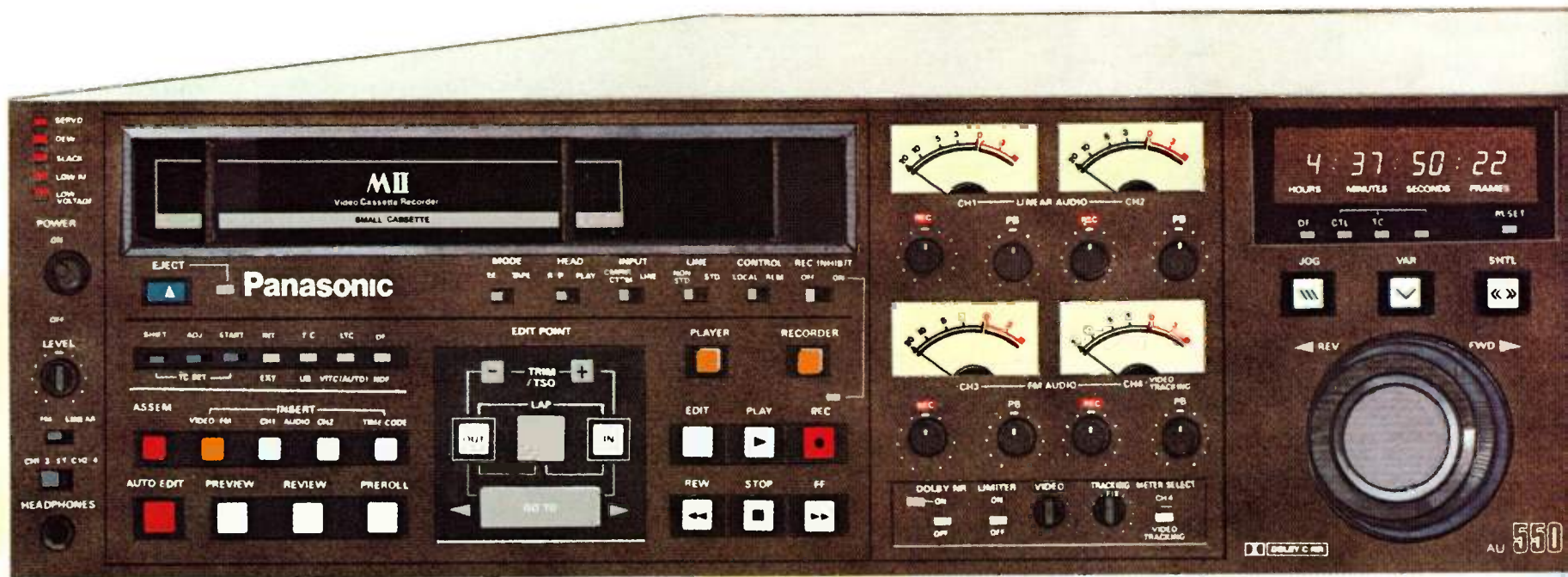
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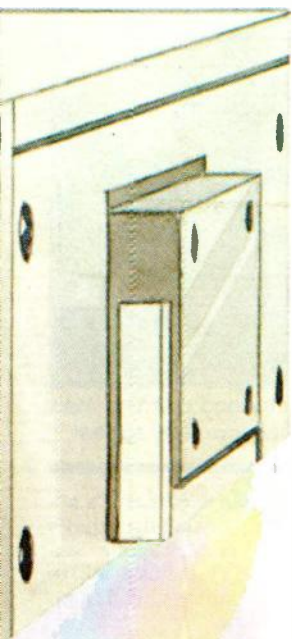
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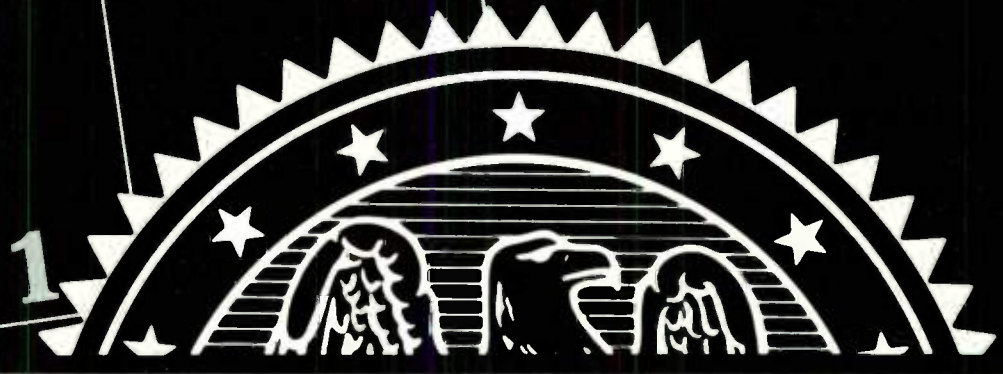
	SUN	MON	TUE	WED
J U N E				
		5	6	7
				Flag Day
		12	13	14
		Father's Day	Summer Solstice 11:57 p.m. E.D.T.	
		19	20	21
		26	27	28

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Spanish-language game shows offered by new programmer

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—A new player on the fast-growing Spanish-language TV programming scene is offering what are believed to be the first domestically produced game shows for a U.S.-based Hispanic network.

Inter TelEspan, a recently formed partnership between Paloma Communications and Barry & Enright Productions, will make "Adivinelo Con Senas" and "Uno Nunca Sabe" for the New York-based Telemundo Network.

Howard Mercer president of Inter TelEspan and Paloma, said the deal "marks a real breakthrough in the American production of original Spanish-language programming."

Historically, the nation's two Spanish-language TV networks, Telemundo and Univision, have obtained the overwhelming majority of their programs from suppliers in Mexico, Spain, Latin America and Puerto Rico.

"This agreement will play a vital role in our efforts to increase our audience share by offering programming that distinguishes our network and is designed to appeal to the tastes and lifestyles of Hispanic Americans," said Telemundo President Henry Silverman.

Dan Enright, co-founder and president of Barry & Enright, serves as consultant to all Inter TelEspan productions.

Last January, Messrs. Enright and Mercer announced a joint venture, Barry & Enright/Paloma, to develop Spanish-language fare for the U.S. market, but that arrangement has been reconfigured as Inter TelEspan.

The new partnership, like its predecessor, will continue to develop reality-based programs, sitcoms, soap operas ("novelas") and miniseries for Spanish-language media, relying heavily on concepts and formats created and owned by Barry & Enright, which has long been involved in game show programming.

Paloma is a direct-response marketer and program producer for Spanish-language television.

"We see this as a great opportunity for us," Mr. Enright told ELECTRONIC MEDIA. "If we were only involved in syndication, we'd have a serious problem. We need to diversify."

He foresees the day when Inter TelEspan may be exporting Spanish-language shows to Mexico, rather than vice versa.

"I think 'Queen for a Day' and 'Juvenile Jury' would be excellent in Spanish," he said. "We'd also like to do a courtroom show."

Barry & Enright has also been expanding into network programming and has made-for-TV movies in various stages of development for CBS, NBC and HBO. The Los Angeles-based company has also been developing several feature films for Lorimar's movie division. #

NEWS OF RECORD

The following are items released by the Federal Communications Commission from June 16 to June 22.

Radio station sales

City and station: Marietta, Ohio, WBRJ 910 AM (5,000 watts daytime) and WEYQ 94.3 (3,000 watts).

Seller: Employee Owned Broadcasting Corp., Marietta, Ohio.

Buyer: Tschudy Communications Corp., Luray, Va. Earl Judy, president and 100 percent voting-stock owner.

Price: \$1.717 million.

Notes of interest: At time of filing, Tschudy Communications Corp. was licensee of WALI-AM/WROG-FM, Cumberland, Md. At time of filing, Earl Judy Jr. was 51 percent stockholder of Shenandoah County Broadcasting Corp., licensee of WSIG-AM, Mount Jackson, Va.

Date granted: April 18.

City and station: Jonesboro, Ark., KNEA 970 AM (1,000 watts daytime).

Seller: John Shields, Jonesboro, Ark.

Buyer: Paul Boden, Jonesboro, Ark.

Price: \$435,000.

Date granted: June 9.

City and station: Miami, Ariz., KIKO 1340 AM (1,000 watts).

Seller: Daytona Group of Arizona, Mesa, Ariz.

Buyer: Willard Shoecraft, Globe, Ariz.

Price: \$125,000.

Date granted: June 9.

City and station: Troy, Pa., WJOZ 1310 AM (500 watts daytime).

Seller: WJOZ Inc., Troy, Pa.

Buyer: Cantor Communications Co., Selinsgrove, Pa. David Bernstein and Stanley Butler are each 50 percent general partners.

Price: \$250,000.

Notes of interest: At time of filing, Mr. Bernstein was licensee of WYGL-AM, Selinsgrove, Pa.

Date granted: June 9.

City and station: Seguin, Texas, KSMG 105.3 FM (100,000 watts).

Seller: American Media, Patchogue, N.Y.

Buyer: Rusk Corp., Houston. John Jones Jr., chairman and 34.9 percent owner.

Price: \$6.7 million.

Notes of interest: At time of filing, Rusk Corp. was licensee of KTRH-AM/KLOL-FM, Houston, and KWES-FM, Monahans, Texas.

Date granted: June 9.

Key FCC actions

FCC affirms allotment of Channel 243A to Biltmore Forest, N.C., and allots Channel 285A to Clemson, S.C. Action by the commission June 13 by memorandum opinion and order, FCC 88-199. Report Mass Media-327, Mass Media action.

Upheld a ruling by the Managing Director denying, in part, a Freedom of Information Act request by Doug Halonen of Grain Communications Inc. By memorandum opinion and order, FCC 88-193, adopted June 8 by the commission.

Upheld denial of request by Pathfinder Communications Corp. to modify the license of WCUZ-FM, Grand Rapids, Mich., by relocating its transmitter site and for a waiver of the commission's short-spacing rule. Action by the commission June 20 by memorandum opinion and order, FCC 88-203. Report Mass Media-1182, Mass Media Action.

Green Valley, Ariz. Remanded to the Review Board the matter involving the mutually exclusive applications of Alden Communications Corp. and Sunlight Corp. for a new TV station at Green Valley. Mass Media Dockets 83-720-721, by memorandum opinion and order, FCC 88-195, adopted June 8 by the commission.

Battle Creek, Mich. Approved settlement agreement and granted the application of Margaret Miller for a new TV station at Battle Creek. Mass Media Docket 85-394, by memorandum opinion and order, FCC 88R-34, adopted June 9 by the Review Board.

Yankton, S.D. Granted request by William Turner, trustee in bankruptcy, and stayed, pending further order, the proceeding involving the show cause order for revocation of the license and/or transfer of control of KQHU-FM, Yankton. Mass Media Docket 87-272, by Order, FCC 88-197, adopted June 10 by the commission.

City and station: Nashville, Ga., WJYF 95.3 FM (1,800 watts) and Tifton, Ga., WTIF 1340 AM (1,000 watts).

Seller: William Brown, Clifton Moor, Albert Cohen and Allen Tibbetts, Tifton, Ga.

Buyer: David Handy, Tifton, Ga.

Price: \$640,000.

Date granted: June 10.

City and station: Newport, N.H., WCNL 1010 AM (250 watts daytime) and WCNL 101.7 FM (3,000 watts).

Seller: Sugar River Broadcasting, Newport, N.H.

Buyer: Bruce Lyons and Susan Lyons, South Ryegate, Vt. Mr. Lyons, president and treasurer, and Ms. Lyons, vice president and secretary, are both 50 percent owners.

Price: \$750,000.

Date granted: June 10.

City and station: Osceola, Ark., KWLN 98.1 FM (50,000 watts).

Seller: Pollack Broadcasting Co., Cape Girardeau, Mo.

Buyer: The Dittman Group, Mobile, Ala. Bernard Dittman, president, treasurer and 94 percent owner.

Price: \$5 million.

Notes of interest: At time of filing, Mr. Dittman was sole shareholder of WABB-FM Inc., licensee of WABB-AM/FM, Mobile, Ala., and WAPI Inc., licensee of WAPI-AM/FM, Birmingham, Ala.

Date granted: June 14.

City and station: New Port Richey, Fla., WPSO 1500 AM (250 watts daytime).

Seller: Lowrey Communications, New Port Richey, Fla.

Buyer: Antioch Communications, New Port Richey, Fla. Robert Bryar, president and 24.5 percent owner; James Gills, director and 51 percent owner; and Marilyn Bryar, vice president and 24.5 percent owner.

Price: \$360,000.

Notes of interest: At time of filing, Mr. Gills was a minority shareholder (less than 5 percent) in Communication Investment Corporation of Florida, the owner of WQRF-TV, Rockford, Ill.; KAYC-AM/KAYD-FM, Beaumont, Texas; and WFGX-TV, Fort Walton Beach, Fla.

Date granted: June 14.

City and station: McKenzie, Tenn., WHDM 1440 AM (500 watts daytime).

Seller: William Kurt Schweitzer, McKenzie, Tenn.

Buyer: Northwest Tennessee Broadcasting Co., McKenzie, Tenn. Ed Perkins, 100 percent owner.

Price: \$3,000.

Date granted: June 14.

City and station: McKenzie, Tenn., WHDM 1440 AM (500 watts daytime).

Seller: Northwest Tennessee Broadcasting Co., McKenzie, Tenn.

Buyer: Southwind Communications, McKenzie, Tenn. Bill Teuton and R.E. Bennett are each 50 percent owners.

Price: \$140,500.

Date granted: June 14.

City and station: Norfolk, Va., WZAM 1110 AM (50,000 watts daytime).

Seller: James River Broadcasting Corp., Virginia Beach, Va.

Buyer: Hampton Roads Radio, Rockville, Md. Peter Gureckis, president, and Steven Brisker, vice president, are each 50 percent voting-stock owners.

Price: \$400,000.

Notes of interest: At time of filing, Mr. Gureckis owned 75 percent and Mr. Brisker owned 25 percent of WJGR-AM, Jacksonville, Fla.; and each owned 50 percent of WCTG-AM, Columbia, S.C. Mr. Gureckis also owned the following: 21 percent of WDER-AM, Derry, N.H.; 51 percent of WBZE-AM, Indian Head, Md.; and 100 percent of WPVG-AM, Boonsboro, Md.

Date granted: June 14.

City and station: Artesia, Miss., WZIX-FM.

Seller: Colom Communications Corp., Columbus, Miss.

Buyer: WYS Inc., Columbus, Miss. Ben Yarber, president.

Price: \$400,000.

Date granted: June 10.

City and station: Fort Dodge, Iowa, KFTX 92.1 FM (3,000 watts).

Seller: Webster Broadcasters, Cedar Falls, Iowa.

Buyer: Dodge Communications Co., Fort Dodge, Iowa. Raymond Lamb, president, and Dean Sorenson, vice president and secretary, are each 50 percent voting-stock owners.

Price: \$400,000.

Notes of interest: At time of filing, Mr. Lamb was 100 percent shareholder of the licensee of KBRK-AM/KGKG-FM, Brookings, S.D. Mr. Sorenson owned 100 percent of the following: KCCR-AM/KNEY-FM, Pierre, S.D.; KYNT-AM/KKYA-FM, Yankton, S.D.; KWAT-AM/KIXX-FM, Watertown, S.D.; KQDJ-AM/FM, Jamestown, N.D.; and KCUE-AM/KWNG-FM, Red Wing, Minn.

Date granted: June 13.

City and station: Marshall, Ark., KZRO 104.3 FM (100,000 watts).

Seller: Zero Broadcasting, Marshall, Ark.

Buyer: Marshall Broadcasting Corp., Norfolk, Va. Bishop Willis Sr., president, treasurer and 100 percent owner.

Price: \$325,000.

Date granted: June 14.

City and station: Paradise, Calif., KRIJ 92.7 FM (850 watts).

Seller: Jibo Broadcasting Corp., Paradise, Calif.

Buyer: KRIJ Partners, a California limited partnership, Aptos, Calif. Media Mark, a California limited partnership, is 1 percent partner and Limited Partners are 99 percent partner.

Price: \$850,000.

Date granted: June 14.

TV station sales

City and station: Little Rock, Ark., KJTM-TV Channel 38.

Seller: TVX of Pine Bluff/Little Rock, Virginia Beach, Va.

Buyer: MMC Television Corp., Chicago. Paula Pruett, president and 100 percent voting-stock owner.

Price: \$6 million.

Notes of interest: Ms. Pruett is 50 percent voting-stock owner of Channel 47 Television Inc., sole general partner (40 percent equity) of Channel 47 Limited Partnership, licensee of WMSN-TV Madison, Wis.

Date granted: June 15.

Proposed stations

Location: Columbia, Mo.

Station: 93.9 FM.

Applicant: Cooke-Donze Broadcasting, Saint Genevieve, Mo.

Location: Hogansville, Ga.

Station: 97.5 FM.

Applicant: Tharpe Communications, Hogansville, Ga.

Location: Loudon, Tenn.

Station: 105.3 FM.

Applicant: Deborah Greenwood, Knoxville, Tenn.

Location: Tice, Fla.

Station: 93.7 FM.

Applicant: Anderson Broadcasting Company Ltd., Fort Myers, Fla.

Location: Clyde, N.Y.

Station: 93.7 FM.

Applicant: Kic Radio Ltd., Farmington, N.Y.

Location: Troutdale, Ore.

Station: 860 AM.

Applicant: Jerry Collins, Cape Coral, Fla.

Location: Springfield, Ore.

Station: 840 AM.

Applicant: J&K Broadcasters, La Grange, Ill. #

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Mark Monsky, twelve-time Emmy award-winner for news and documentary programming, and a former news director at The NBC Television Stations Division and Metromedia, is the creator and executive producer of *Unauthorized Biography*.

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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
WTVR, 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
WBBH, Ft. Myers	Katz Continental	Waterman Broadcasting	NBC
KXJB, Fargo	Seltel	No. American Communications	CBS
WTOC, Savannah	Katz Continental	American Family Broadcasting	CBS
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
KSBW, Monterey-Salinas	Blair	Gillett Broadcasting	NBC
KSBY, Santa Barbara	Blair	Gillett Broadcasting	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
WTVM, Columbus, GA	Blair	Pegasus Broadcasting	ABC
KSNE, Joplin	Katz Continental	Price Communications	NBC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
WTRF, Wheeling	Blair	Adams Communications	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
WVIR, Charlottesville	Katz Continental	Waterman Broadcasting	NBC

Producers consider using scab writers

(Continued from Page 1)

Representatives of both Twentieth Century Fox and Paramount Pictures Corp. had no layoffs to report, but also said no shows had been ordered back into production and that several different options were being explored.

Seventy-five percent of the WGA members participating in last week's vote rejected the third and supposedly "final" contract presented by the Alliance of Motion Picture and Television Producers.

WGA President George Kirgo conceded that the offer "was substantially better than the last two offers," but he added that the overwhelming rejection indicated that the membership is still clearly very dissatisfied with the offer.

Even with more than 100 contracts now signed between producers and the WGA, only 10 of the 68 series slated on the networks' fall schedules can go back into production as long as the writers refuse to work.

Last week, programing officials at ABC, CBS and NBC weren't saying how they plan to proceed, but some sources predicted that many backup deals would now get the networks' blessings.

In one such instance, Ken Kragen, executive producer of "The Smothers Brothers Comedy Hour," told ELECTRONIC MEDIA last week that CBS programing executives said they would reverse their earlier decision to cancel the series if the WGA rejected the pact.

He now expects the network to order eight new episodes.



Now that striking WGA writers have rejected the latest contract proposal, sources say some studios are considering using non-union writers.

Another show from last season that didn't get a berth on the new schedule, NBC's "Highway to Heaven," is scheduled to go back into production on Aug. 8 as a result of an independent contract secured by Michael Landon Productions, and could also find itself back on the schedule.

The company is planning to produce three two-hour specials, in addition to seven hour-long episodes.

Producers aren't very enthusiastic about having their shows sporadically scheduled as pinch-hitters, but they're even less enthused about producing fewer total episodes next season. Fewer episodes on the network means fewer episodes available for syndication later.

The only regularly scheduled fall series that can return to production are those produced by the networks' news divisions or by independent

producers who have gotten waivers from the WGA.

For example, CBS can produce original episodes of its three prime-time news hours, "60 Minutes," "48 Hours" and "West 57th."

ABC can call on its new sitcom, "Roseanne," since Carsey-Werner Productions obtained an independent contract. The network can also count on gearing up the new series "That's Incredible," since it is a re-

ality-based show.

NBC appears in the strongest position. It will be able to have independent producer Cosgrove-Meurer deliver original episodes of "Unsolved Mysteries," which is unaffected by the strike, and its two powerful Carsey-Werner series can also go back into production, "The Cosby Show" and "A Different World."

NBC's "ALF" and "Amen" can be called upon since the respective producers, Alien Productions and Carson Productions, have both secured independent contracts.

The network could continue two new summer series, the NBC News program "Summer Showcase," which will premiere tomorrow, and the "Funny People" hour-long series from George Schlatter that bows next month.

CBS's new "Try to Remember" news program with Charles Kuralt, which aired as an hour-long pilot last week, could also continue as a regular-season show.

It was unclear last week how the commercial networks might program original episodes of those series if production on the rest of the regularly scheduled series remains shut down.

In a statement after the WGA vote, Warren Littlefield, executive vice president of prime time for NBC Entertainment, said: "Our fall season will start after the Olympic Games in September and the World Series in October."

WGA members voted 2,789 to 933 to continue the strike, which enters its 17th week today. #

FCC proposal would make license challenges harder

(Continued from Page 1)

Under the current licensing system, TV broadcasters have to get their licenses renewed by the agency every five years, and radio broadcasters have to get their licenses renewed every seven years.

Outsiders are free to challenge a broadcaster's right to continue broadcasting by filing a petition to deny, or a competing application, at renewal time.

Prior to changes made during the Reagan administration, challengers lacked a financial incentive to challenge broadcast renewals, unless they were certain they could win a comparative renewal hearing for the station, because the most they could get for withdrawing their challenge was a reimbursement of their expenses.

Yet at the FCC's urging in 1981, Congress changed the law to take the ceiling off those settlements, a maneuver that agency critics charge encourages speculators to hold broadcasters hostage for large cash settlements.

The FCC also had deregulated a requirement that challengers demonstrate their financial strength to become a license holder, another move that critics blamed for spurring license challenges.

For comparative renewal proceedings, the FCC also proposed last week to try to spell out more concretely what a broadcaster has to do to warrant a "renewal expectancy," which gives the broadcaster an edge over those who file competing applications for his station.

The FCC proposed to grant that expectancy "based upon a licensee's overall record of compliance with the Communications Act and the commission rules and policies," the FCC said.

The NAB had been pushing hard to win more substantial reforms of the comparative renewal process from Congress, but dropped its effort last year because the association believed congressional leaders were asking for too much in return.

Some sources contend that the FCC has the legal authority to implement reforms similar to those being considered by Congress.

However, others have questioned how far the FCC can go and whether it would be politically wise to attempt a complete overhaul of the licensing system.

"We're not saying we couldn't have tried it, but we didn't try it," said Diane Killory, FCC general counsel. #

Knoxville station chooses NBC

(Continued from Page 1)

possible affiliation with the current NBC affiliate in Knoxville, WTVK-TV, Channel 26, and the ABC affiliate, Nationwide Communications' WATE-TV, Channel 6, Mr. Malara said.

The market's fourth TV station, independent WKCH-TV, Channel 43, has not been contacted.

WATE General Manager Jim Mikels said last week he'll listen to what CBS has to say, but he also emphasized that he's satisfied with ABC.

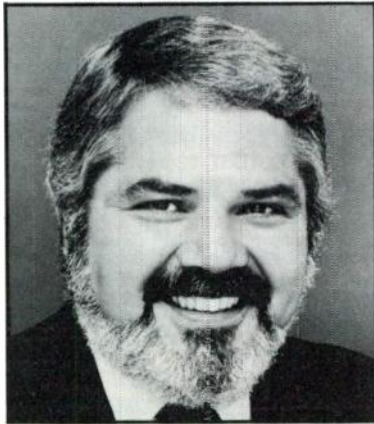
"I'm very happy with ABC. It's a strong network," he said.

Duane Eastvold, general manager of WTVK, was unavailable for comment at press time.

WBIR's two-year affiliation agreement with CBS expires on Oct. 4.

WBIR is the dominant TV outlet in Knoxville. For example, in the recent May sweeps, WBIR's 6 p.m. news had a 26 rating (percentage of television households) with a 49 share (percentage of sets in use), according to Arbitron Ratings Co. By comparison, its closest competitor's 6 p.m. news show had a 13/25.

Mr. Malara acknowledged that the loss of an affiliate can be one of the consequences when a network lands in third place in the ratings. "Obviously, the numbers aren't the same now as they were a few years ago," he said. #



ANTHONY MALARA
CBS "terribly disappointed"

AT PRESS TIME CONTINUED

Group in association with the American Film Institute, said that the film market and conference will go forward.

● LOS ANGELES—Gilda Radner has been signed to do a series for HBO, sources close to the deal say. The pay-cable service and the former "Saturday Night Live" comedian's spokeswoman would not confirm that an agreement had been reached. Ms. Radner had been talking to Fox Broadcasting Co. about doing a Sunday night show for the service, but that deal fell through and the HBO deal was signed, sources said.

● LOS ANGELES—Guber-Peters-Barris said Thursday that the newly formed company will introduce an hour-long first-run syndicated strip show with Kenny Rogers in the fall of 1989. The program, which is expected to be more of an entertainment show than a talk show, will be sold on a cash-plus-barter basis.

● KANSAS CITY, MO.—The American Civil Liberties Union of Kansas and Western Missouri plans to file suit against the city council here, in opposition to its recent decision barring a Ku Klux Klan program on a local cable channel. Dick Kurtenbach, executive director of the regional ACLU, said that a suit should be filed in the next two months.

● WASHINGTON—At a board of governors meeting held here last week, Fox Television Network executives said that they were committed to programing the late night period even though ratings were not spectacular. Fox executives also said that no changes were in store for "The Late Show," hosted by Ross Shaffer.

● NEW YORK—Rupert Murdoch's News America Publishing told the FCC last week that independent trustees who would operate News America's WFXT-TV in Boston would "use their best efforts" to sell the station, said Larry Kessler, general counsel of News America here. Earlier, News America proposed to the FCC that it be allowed to continue owning WFXT under a plan in which the station would be operated by independent trustees. The first proposal didn't make clear that the trustees would seek a buyer. #

Battle brews over film limits

(Continued from Page 2)

choice, which nobody in a democracy wants to legislate. By adding color to old movies, we have given new life to pleasant diversions which, for the most part, have languished unappreciated for decades."

Of the 3,600 movies in Turner's MGM film library, 2,500 are in black and white. Turner has already colorized or soon will colorize 45

black-and-white films.

Supporters of anti-colorization proposals contend that once movies have been colorized, the original black-and-white versions will no longer be available.

"If colorization becomes an accepted practice, the original black-and-white prints stand to disappear for all intents and purposes," said Vincent Canby, film critic of the New York Times. #

Thank You

WQTV 68
BOSTON

June 14, 1988

Mr. Allan Ginsberg
President, Ginsberg & Associates, Inc.
4801 Massachusetts Ave., NW
Suite 400
Washington, DC 20016

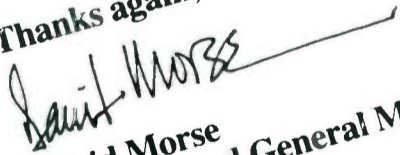
Dear Allan:

I would like to take this opportunity to thank you and Ginsberg & Associates, Inc. for the achievement of our goals during our first year and a half of ownership of WQTV 68 Boston.

From the creation of our business plan to the establishment of a program schedule and development of an outstanding and professional staff, Ginsberg & Associates, Inc. should take great pride in our mutual progress, specifically our outstanding growth in both revenue and audience share.

As we look to the future we're pleased to have Ginsberg & Associates, Inc. as a long term part of our management team.

Thanks again,



David Morse
President and General Manager

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