

Electronic Media

Published weekly by
Crain Communications

\$1 A COPY; \$45 A YEAR

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JULY 25, 1988

AT PRESS TIME

AGB takeover in works?

LONDON—British media firm MAI was identified as a possible suitor for AGB Research of Great Britain, a source close to MAI said Thursday. Trading of shares in AGB Research on the London exchange was suspended last Monday because the company said it was negotiating a possible merger or acquisition by MAI, the source said. MAI owns 9 percent of AGB Research. Also, AGB Chairman Sir Bernard Audley sits on the MAI board. AGB Research of Great Britain is the parent company of New York-based AGB Television Research, which is struggling for survival.

LBS specials make gains

NEW YORK—LBS Communications here said Friday it has cleared 52 percent of the country so far after two weeks of selling its live-event specials, "UFO Cover-up? . . . Live," which airs on Oct. 14, and "Manhunt . . . Live," which airs on Dec. 7. (Continued on Page 39)

Atlanta '88: Many covered, few watched

By DOUG HALONEN
Staff reporter

ATLANTA—CBS anchor Dan Rather compared it to a "bullshine" machine, ABC News President Roone Arledge told the press it was a total turnoff and anchor emeritus Walter Cronkite said it was all just too staggery.

They were all referring to last week's Democratic convention, which nominated Massachusetts Gov. Michael Dukakis for president while simultaneously generating some of the worst ratings any network has ever received.

For Monday's opening-night coverage, the total network combined share (percentage of sets in use) plummeted to a 32, perhaps the lowest point in TV history.

See related editorial, Page 12.

Independent TV stations had a field day in most major markets, bashing the prime-time network convention coverage with movies and reruns.

On Monday, for example, independents in New York averaged a combined 42 share in prime time compared to a combined 28 for affiliates; in Los Angeles, in-



This year's Democratic National Convention in Atlanta garnered some of the lowest ratings in network television history.

dependents had a 49 share to the affiliates' 35.

On Tuesday, when the Rev. Jesse Jackson spoke, the affiliates eked out a victory in New York, but not in Los Angeles. And the indepen-

dents won again on Wednesday, when Gov. Dukakis was nominated.

Affiliate general managers weren't pleased with the situation.

One CBS general manager

in a top 10 market, who asked to remain anonymous, said last Tuesday that he thought the convention broadcasts "are absolutely terrible."

(Continued on Page 39)

Fox Broadcasting loses 3 major-market affiliates

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—Three top 30-market TV stations will cease being Fox Broadcasting Co. affiliates next month.

FBC President Jamie Kellner said on Thursday that Fox chose not to renew two of the affiliations because the stations weren't clear-

ing its Saturday schedule.

Officials at the two stations, KMSP-TV, a VHF station in Minneapolis, and KPTV-TV, a Portland, Ore. VHF, had no comment late last week.

Bob Affe, program director at WTOG-TV, a UHF in Tampa, Fla., said his station's affiliation with FBC will end on Aug. 8, "in (Continued on Page 2)

Phone companies hail FCC's cable decision

By ROBERT HOMAN
Staff reporter

WASHINGTON—Telephone companies are applauding last week's proposals by the Federal Communications Commission to allow them to provide cable TV service, while cable officials are vowing to fight such reforms.

The FCC tentatively concluded

that telephone companies should be permitted to offer cable service, particularly when they can build fiber-optic systems capable of providing high-definition TV, videotex, video phones and other enhanced service.

Bellsouth and NYNEX were among the telephone companies that hailed the FCC findings as a step toward opening the cable industry to (Continued on Page 39)

INSIDE:

4 This is a stickup

A TV crew shooting a segment at a bank inadvertently taped a bank robbery from start to finish.

16 Polishing up home shopping

J.C. Penney Co. hopes to improve home shopping's image with higher production values and celebrity hosts.

18 Battle over turf

Two Minnesota TV stations are angry about competition from a Minneapolis station whose distant signal is carried on cable.

ABC mulls proposed affiliation reforms

By DIANE MERMIGAS
Senior reporter

Officials of Capital Cities/ABC and its affiliate board are preparing to review compensation, ad inventory and program-related reforms aimed at improving the financial return for the network and stations.

Some of the issues that will be addressed in meetings later this year are outlined in a report made public last week by Denver-based media consultant Paul Bortz.

Mr. Bortz, who was hired last year by Cap Cities/ABC to advise on the future of the network business, first presented the contents of the report to the company and affiliates in meetings earlier this year.

The report concludes that the outlook for

networks and their affiliated TV stations is promising, but that some adjustments in traditional ways of doing business must be made to ensure profitability in a changing environment.

Another new report draws similar conclusions. (See Page 30)

Mr. Bortz, in his report, suggests that cable TV and barter syndication are not directly responsible for the networks' declining revenue and audience base. Instead, he says the culprit has been resistance by TV broadcasters—whether networks or stations—to change.

In fact, Mr. Bortz suggests, there are some valuable lessons a network and its affiliates can learn from cable. Specifically, he cited how program suppliers such as ESPN charge fees to cable operators rather than paying

them compensation to carry their product.

Mr. Bortz also said the cable industry has been more savvy about marketing itself to advertisers, thereby maximizing what it charges for air time.

In his report, Mr. Bortz recommended that the network and its affiliates consider reforms in such areas as marketing to advertisers, ad formats, inventory restructuring, changes in cash compensation, the packaging of advertising and the balance between local and network hours programmed daily.

ABC affiliates have been responsive to discussing such options, while Cap Cities/ABC management has tread more gingerly on such subjects for fear of upsetting stations as it did several years ago when the company set out to reduce compensation payments.

"We're looking at all of those things, but we haven't taken any positions or action yet. Whatever we do will be in alliance with our affiliates," said George Newi, ABC vice president of affiliate relations.

"Everyone realizes the need for change. The discussions are ongoing. We're not talking about anything that would be implemented overnight, but a long-range strategy."

So far, Cap Cities/ABC appears to have been quick to embrace at least one of Mr. Bortz' recommendations.

As part of its upfront negotiations, the network generally has been seeking higher cost-per-thousand for its 15-second spots to more appropriately reflect their heightened value to advertisers, sources said. However, ABC affiliates (Continued on Page 38)

Daytime upfront sales going faster than expected

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—The three major broadcast networks' upfront daytime ad inventory sold more briskly than expected last week, reaching a level of \$625 million.

ABC, the daytime ratings leader in the key demographic of women ages 18 to 49, is expected to capture 47 percent of all daytime upfront dollars as the market winds down this week, network sources say.

Though daytime inventory moved better than expected, network sources were still sticking to their original projections that total revenues would reach \$775 million, about \$100 million less than last year's daytime upfront total.

Network sources said they did not confuse the rapidity of the marketplace with any new-found zeal by advertisers for daytime, a daypart most have been steering away from despite the networks' best efforts to highlight its virtues.

By late last week, most of the New York ad agencies, with the exception of BBDO, had already completed their daytime buys.

The Chicago-based agencies, which are expected to complete their deals this week, are expected to add another \$150 million.

As previously reported, all three networks slashed their daytime prices to move the inventory, closing deals at cost-per-thousands that averaged 13 percent to 15 percent below last year. Some agency buyers even reported isolated discounts in the 20 percent range by NBC and CBS.

Although all three networks did better than anticipated in prime-time upfront sales, pulling in a record \$3.2 billion, they will be hurt from the weak daytime market.

While daytime revenues overall are much smaller than prime time, daytime usually contributes the largest share of profit to the networks because the programming is far cheaper to produce. #

'Our House' picked up by CBN for fall season

By JANET STILSON
Staff reporter

"Our House," canceled by NBC last spring, has been picked up by CBN Network for the fall.

The 46-episode series will begin its CBN run in October after its NBC license expires at the end of September, says Paul Krimmier, vice president of programming for the basic cable service.

The Lorimar Telepictures series, one of the first of last season's canceled shows to move directly to cable, will be a key element in CBN's effort to boost its prime-time ratings by revamping its schedule.

As part of that effort, Mr. Krimmier has also bought 122 episodes of "Bonanza" from Republic Pictures.

These episodes, which haven't been seen since they appeared on NBC from 1959 to 1973, will be billed as "Bonanza: The Lost Episodes," and will be slated at 6 p.m. (ET), as of mid-September.

"The episodes span the entire life of the show," said Mr. Krimmier.

He says they weren't used in syndication runs because of the large number of episodes available; 200

other episodes have appeared in syndication and on CBN rival Superstation TBS.

"Bonanza" is particularly valuable to the cable service, which does well in the ratings with its western programming.

As part of the revamp, CBN will move its foundation-block program, the non-advertising supported "700 Club," one hour later to 10 p.m., freeing a two-hour prime-time block for family-style movies.

By shifting "700 Club," CBN also eliminates its traditional 10 p.m. checkerboard, which had included an in-house talk show and a cooking show.

Among other changes, CBN will resurrect Rin Tin Tin in an original series premiering Sept. 17 at 7 p.m.

"Rin Tin Tin Canine Cop," with a 22-episode commitment, is a co-production between CBN, CBS Broadcast International and the Canadian Broadcasting Corp. It is currently in production in Toronto.

Dick Hammer, CBN's director of advertising sales, added that two original TV movies have been given the go-ahead for production, but no details were available. #



A "Great Weekend" tape shows a bank robber with a gun (circled) approaching a teller while the bank manager (left), oblivious to what is going on behind him, prepares for an on-camera interview.

'Great Weekend' crew tapes a bank robbery inadvertently

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—A bank robber unwittingly captured on tape by the "Great Weekend" crew was still loose at press time as the syndicated show readied the footage for its final telecast July 23.

On July 16, while taping a consumer report at California Federal Savings & Loan Association in the Los Angeles suburb of Brentwood, Calif., the "Great Weekend" crew inadvertently taped a bank robbery from start to finish.

At the time, consumer reporter Paula McClure was preparing to do a second take interviewing Paul Zwimpfer, vice president and general manager of personal banking services at Cal-Fed.

Cameraman David Lee was taping a line of tellers' windows with a profile shot of both the customers and the bank employees as the reporter and the bank vice president prepared to walk into the scene.

At that moment, a man stepped up to a teller window, held a gun on the counter and took about \$1,500.

No one else at the bank was aware of the incident, and the "Great Weekend" crew went on taping.

It wasn't until after the teller quietly told the bank executive what had happened that the crew became aware of what had occurred.

Mr. Zwimpfer asked "Great Weekend" segment producer Gloria Sykes, who was standing next to the cameraman overseeing the takes, if she had seen anything.

"I said no, but that the camera was rolling the whole time," she says.

The teller then watched the tape in the camera's

viewfinder and picked out the man, who had long black hair, wore dark sunglasses, a blue-and-white checkered shirt and blue jeans.

In the "Great Weekend" footage, the man stepped in front of the camera as he approached the teller and glanced directly at it.

"There's no way he didn't see the camera," says George Merlis, whose Sunrise News Co. produces the show in association with USTV.

The suspect then stepped up to the window, pulled a gun from under a gym bag and held it on the counter while he robbed the teller, who calmly glanced down at the gun and turned over the money.

During the robbery, however, the suspect was partially blocked from the camera's view when the reporter and the bank executive stepped into the shot.

A copy of the complete tape was given to the FBI and a shorter version was released to the media, with "Great Weekend" reserving the rest for its swan-song telecast.

Police say they believe the man is the "Pony Tail Bandit," who has been responsible for about 10 recent robberies in the Los Angeles area.

At press time, the FBI and the Los Angeles police were still seeking the unidentified suspect.

Some crew members speculated that because they used source lighting rather than their own lights, the suspect may have thought they were just rehearsing.

Others said he may have thought the crew provided a good cover for the crime.

Ms. Sykes said she noticed the man while he was standing in the long line because he was more shabbily dressed than most of the other customers and she didn't want him to wind up in the shot. #

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Game show mania to continue

Syndicators will swarm on New York-based station reps within the next few weeks to present program development plans for the 1989-90 TV season. Lorimar Telepictures, for one, will swing through Manhattan with three new first-run projects, including a game show. Station reps say they're expecting at least 15 new game shows to emerge as syndicators vie for the time periods now filled with aging product such as "Hollywood Squares," "The Newlywed Game" and "The Dating Game."

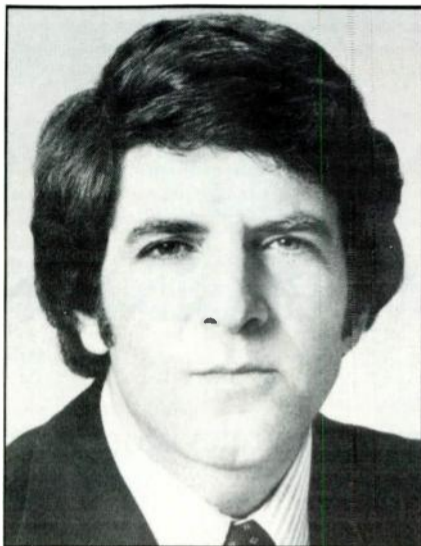
Meanwhile, an insider at "Hollywood Squares" says the show's move last week from the Twentieth Century Fox lot to Universal Studios will give it a new look this fall. The game show will be incorporated into part of the studio's tour, allowing visitors to simply step off the touring tram and into the show's studio audience. Another new twist will be a chroma-keyed background behind the squares, allowing the stars to interact with Jaws, King Kong and other characters featured in the famous tour.

There was plenty of buzzing at last week's Democratic National Convention that ABC News President **Roone Arledge** will soon name a replacement for David Burke, the departed executive vice president who becomes CBS News president on Aug. 1. Candidates for the job include longtime ABC News executive Jeff Gralnick. However, a high-level ABC News executive says that "only Roone knows who the candidates are and who will be selected. This is going to be a council of one. It will be his choice."

Jesse Jackson's dramatic speech at the Democratic Convention last week is already this week's latest instant release from MPI Video. The decision to turn out the video was literally made during the speech, according to Jaffer Ali, MPI vice president of marketing. "We don't know how it's going to do, but it's a piece of history," he said. So 25,000 copies of "Jesse Jackson: We Can Dream Again" were to be printed last weekend, carrying a \$14.95 price tag.

Tribune Entertainment will announce this week that it has tapped Pete Simmons to executive produce the upcoming

THE INSIDER



JEFF GRALNICK
Candidate for promotion at ABC News



ROBERT WAGNER
Deemed too old to portray Trump

two-hour live Geraldo Rivera special scheduled to air on NBC this fall. Mr. Simmons' credits include ABC's "20/20" and "Our World." Geraldo's Investigative News Group company is scrambling to nail down the topic. An insider swears that the next special will definitely not be the opening of Dracula's crypt, an idea actually considered and abandoned.

So its 11 p.m. and you'd rather go to bed than sit through a full half-hour of news? A TV station in Richmond, Va., realized many of its viewers felt that way, so it began a new newscast. ABC affiliate WXEX-TV is leading off its 11 p.m. news with a condensed 11-minute package of news, sports, business and weather, followed by longer feature material after a commercial break. WXEX News Director Wayne Lynch says the approach, which the station is promoting as "11 at 11," is getting a positive response, though

it's too early to judge the effect on the ratings.

Actor Robert Wagner was Turner Broadcasting System's first pick to play the part of **Donald Trump** in its TV movie of the real estate kingpin, to premiere on Turner Network Television. "His mannerisms are similar (to Mr. Trump's), classy and elegant," commented Gerry Hogan, president of Turner Entertainment Networks. But Mr. Wagner was rejected because he was deemed too old for the part.

One of the **hottest movie packages** cable networks covet is the 15-title James Bond series. Dick Cignarelli, MGM/UA executive vice president of domestic TV distribution, acknowledges that while he is talking to just about everyone in broadcasting and cable about possible deals, ABC still has dibs on the 007 films for several years, as well as first negotiation rights for future Bond pictures. Mr. Cignarelli, pointing to the recent ownership changes at his company, is not expecting to cut any deal in the near future.

The Insider's phone was ringing off the hook last week, fielding phone calls from George Bush's presidential campaign, as well as from the Federal Communications Commission. Their collective beef was last week's column suggesting that FCC Chairman Dennis Patrick would be out if **George Bush** was in, and that Thad Garrett, a black political consultant for the Bush campaign, could have the post if he wanted it. Bush advisers assured The Insider that nothing could be further from the truth, pointing out that Mr. Bush has not even named his running mate, let alone any administration officials.

Finally, those irreverent editors at **Spy** magazine provide a juicy read on the internal bickering going on at "CBS This Morning." Spy's August issue paints program co-host Kathleen Sullivan as temperamental and unable to work with other women, "especially young and attractive ones." Spy also reports that staffers are growing weary of the inability of the show's executive producer, David Corvo, to handle the problem. No response from the morning crew yet. #
—Written by Marianne Paskowski from bureau reports

Lee Rich leaving MGM/UA before company splits up

By **DIANE MERMIGAS**
Senior reporter

The anticipated resignation last week of MGM/UA Chairman Lee Rich may be the last major change to occur before the expected completion of the company's legal separation this September.

However, Mr. Rich's resignation, announced July 18, will by no means be the only high-level executive change coming in connection with the company's restructuring.

"It's simply that other of the changes being contemplated probably will not be made until after MGM and UA have been separated and new people in charge step in," said one company executive, who asked not to be identified.

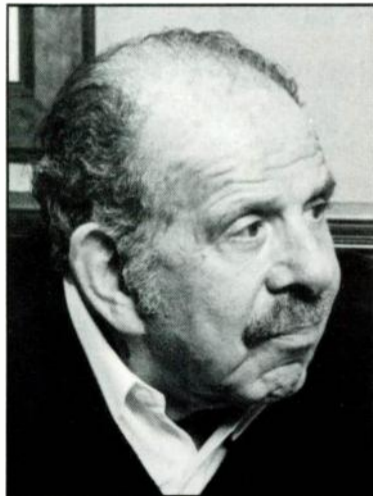
Mr. Rich, 68, a seasoned producer who is well-regarded in Hollywood, declined comment on his departure.

However, through a spokesman, he acknowledged he has had numerous job inquiries from a variety of companies and individuals.

Mr. Rich has been succeeded by company President Stephen Silbert, a 45-year-old attorney and longtime confidant of MGM/UA principal shareholder Kirk Kerkorian.

Mr. Silbert is the brains behind the recently announced restructuring.

In an interview last week, Mr. Silbert said that United Artists' film operations would continue to be overseen by Anthony Thomopoulos, a former ABC executive whose contract expires at year's end.



LEE RICH
Has had many job inquiries

There has been speculation that Mr. Thomopoulos also eventually will leave the company.

Mr. Silbert also said that Alan Ladd Jr. will remain chairman of MGM's production division.

Although he was not working under a contract when he left last week, Mr. Rich is said to have received a handsome settlement.

He also holds 500,000 shares of MGM/UA stock, worth an estimated \$7 million, which he has not cashed in.

Industry sources who know him well speculated that Mr. Rich will return to an independent producer's

status and probably work for himself or in partnership with a close friend rather than go to work for another major company.

Mr. Rich helped to co-found Lorimar Inc., the producer of such successful network prime-time series as "Dallas" and "Falcon Crest." However, a fallout with then Lorimar partner Merv Adelson motivated Mr. Rich's move to MGM/UA.

Since being named chairman and chief executive officer of United Artists Corp. in 1986, Mr. Rich has been credited with restoring MGM/UA to major studio status.

Despite recent box office hits such as ABC's "thirtysomething," MGM/UA has remained heavily in debt and experienced quarterly losses.

United Artist Corp. became MGM/UA several years ago when, through aggressive asset trading on the part of Mr. Kerkorian, the company was expanded to include two film production and distribution entities, a TV production unit and a film library.

On July 11, MGM/UA announced it would spin off its MGM units into a separate public company headed by producers Peter Guber and Jon Peters and businessman Burt Sugarman. The new MGM will include the television business and one film company, among other things.

The remainder of the company will be called United Artists, whose main assets will be a library of nearly 1,000 films and about \$400 million in cash and receivables. #

FCC reaffirms ruling on airing phone calls

By **ROBERT HOMAN**
Staff reporter

WASHINGTON—The Federal Communications Commission has reaffirmed its ruling that radio disc jockeys, TV talk show hosts and other on-air personalities must get permission from people before airing telephone conversations with them.

The FCC has decided to keep intact rules regarding on-air telephone conversations despite a National Association of Broadcasters petition asking that the rules be relaxed to promote spontaneity in programming.

The commission on July 15 issued a decision saying that while a relaxation or elimination of the rules could "enhance the entertainment value and audience appeal of a station's programming... it could not conclude that such enhancement is sufficiently critical as to justify intruding on individual privacy."

Roger Holberg, an attorney at the FCC, said the commission has received 31 complaints regarding alleged violations of the rules in the past year.

He said that many broadcasters mistakenly believe that they only need to ask the party's permission at some point during the telephone conversation.

Telephone calls have become a popular way for many DJs to engage in gags or add spice to their

on-air routines.

But several broadcasters contacted last week by ELECTRONIC MEDIA said they strictly follow the rules.

Tom Chiusano, general manager of New York's WXRK-FM, which broadcasts a morning drive show that some describe as "shock radio," said, "We always tell people that they're on the air."

On his TV program, talk show host David Letterman has been known to call people whom he has chosen out of a phone book.

But Peter Spivey, a spokesman for NBC's "Late Night with David Letterman," said, "If he calls John Smith in Little Rock, Ark., he'll ask if he can put his voice on the air first."

Mr. Spivey added that Mr. Letterman even asked fellow talk show host Johnny Carson for permission to put Mr. Carson's voice on the air when Mr. Letterman recently called him during his show.

Under the commission's rules, broadcasters must obtain permission from any party to a telephone conversation before broadcasting the call live or recording it for later broadcast.

The FCC's Mr. Holberg said in most cases, complaints have resulted in the commission sending a letter of admonition to the station, of copy of which is placed in the station's file at the FCC. #



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Over-covering the conventions

While we enjoyed parts of last week's Democratic National Convention, the impression that lingers is that it was badly over-covered.

There was a time when national political conventions deserved two or more hours of nightly prime-time coverage by all three of the major broadcast television networks, but no more.

Neither the conventions nor the parties that hold them are what they used to be. Presidential candidates now use television to bypass party machinery and reach voters directly. And they win their nominations not at the conventions but in primary elections.

The national conventions are thus left to be little more than coronations staged largely for the benefit of the news media. The absurdity of it all is underscored by the fact that members of the news media outnumbered delegates to last week's convention in Atlanta roughly three to one even though news was, as expected, scarce.

As we cast our vote for less convention coverage in years to come, we submit that it is not a vote against responsible, public-spirited journalism. It is instead a vote for journalistic individuality, for covering the news on the basis of newsworthiness, for making the best use of valuable resources, for avoiding manipulation via media event.

In recent years, the major broadcast networks have moved in the right direction by abandoning gavel-to-gavel convention coverage. It's just that they haven't scaled back far enough.

Certain convention events should almost certainly be covered live. The keynote address on opening night comes readily to mind. So, too, do the conven-

tion speeches by the nominees and a handful of stories that invariably break.

What begs to be skipped are all of the pointless interviews and features used to fill the dead space that falls around the handful of newsworthy events.

For those who hunger for heavy helpings of live coverage regardless of newsworthiness, the networks perhaps could rotate it. For the rest of us, less would be more.

As bad as it is to see all three major broadcast networks over-covering the conventions, it is mind boggling to see swarms of local stations swooping in to do the same, me-too style. Viewing this vast exercise in flock journalism, you'd never know the country was chock-full of stories in desperate need of coverage.

The resources spent covering the national political conventions could be better spent covering the politicians themselves, or city hall or problems of the elderly or even the media (which tend to get generally ignored, even at media events).

There is no guarantee, of course, that the money saved by reducing convention coverage would be applied to such journalistic endeavors. We can only hope that most broadcasters empowered to reallocate resources believe what has been proven repeatedly: Investing in news is good business, especially in the long run.

What we had in Atlanta and will have once again in New Orleans, when the Republicans convene there next month, is a misuse of resources, an abandonment of news judgment, a bad investment. And this came despite the best efforts of the best members of the journalistic community—lots and lots of them. #

LETTERS TO THE EDITOR

Critics wrong; TV is not a wasteland

Due to the long writers' strike, the fall TV season has been delayed and may even be canceled.

Critics of TV are delighted by that prospect. Television is a wasteland, they say. People should turn off their TV.

Most critics must not be watching television lately.

TV isn't all a wasteland; there is more to it than wrestling.

Much good can be said about such critically acclaimed shows as "thirtysomething" and "The Cosby Show," which deal with problems of marriage and family.

Much good can be said about "L.A. Law," which shows positions of authority and treats the mentally retarded with sensitivity.

Much good can be said about shows such as "Cheers," which was going to deal with AIDS in the season's finale. Unfortunately, that episode was canceled by the strike.

Let's hope that this strike is settled sooner rather than later, giving back to the public a very valuable medium.

Michael Levine
Los Angeles

Indecency standards applied unevenly

It isn't surprising that in this industry sometimes you get the feeling that you're living in "never-never land." A struggling UHF station in Kansas City, Mo., gets fined by the Federal Communications Commission for showing a movie considered to be indecent.

Meanwhile, in the same house on a different set, *anybody*, adult or child, can be watching a cable channel with the most outrageously foul comedy material available.

If the public's interest is really what's at stake, this situation makes no sense at all. It's time the commission and the Congress really understood what's going on in the

world.

Robert Wiegand
executive vice president
and general manager
WPEC-TV
West Palm Beach, Fla.

Write to us

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 about the recent management shakeup at CBS?



J.B. Chase
assistant general manager
WCPO-TV (CBS)
Cincinnati

"I think it bodes well. It gives the new head of CBS News a chance to bring in a fresh outlook, and Howard Stringer's promotion also offers new insight. David Burke has a good reputation. He'll be able to say, 'I'm new here, and we're going to do it my way, a different way.'"



Arnold Klinsky
vice president and general manager
WHEC-TV (CBS)
Rochester, N.Y.

"I found it very encouraging. I have very good feelings about Howard Stringer. I come from a news background and so does Howard, so maybe that's part of it. But beyond that, he's very bright, very energetic. I think it bodes very well for the future of CBS."



William Murdoch
vice president and general manager
KSL-TV (CBS)
Salt Lake City

"I believe the network is trying to do the best it can to rebuild. CBS is taking a new direction, a new course of action. The move with Howard Stringer is very constructive. His ability as a generalist, to go beyond the news, is in place. I think he'll do a fine job."

Electronic Media

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TELEPHONE NUMBERS

Editorial	Chicago: 312-649-5293 Los Angeles: 213-651-3710 New York: 212-210-0233 Washington: 202-662-7208
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ELECTRONIC MEDIA is published weekly by Crain Communications Inc. at 740 N. Rush St. Chicago 60611 (312-649-5200). Offices at 220 E. 42nd St., New York 10017 (212-210-0100); 814 National Press Bldg., Washington, D.C. 20045 (202-662-7200); 965 E. Jefferson Ave., Detroit 48207 (313-446-0497); 6404 Wilshire Blvd., Los Angeles 90048 (213-651-3710); 5327 N. Central Expwy., Suite 200, Dallas 75205 (214-521-6650).

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

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

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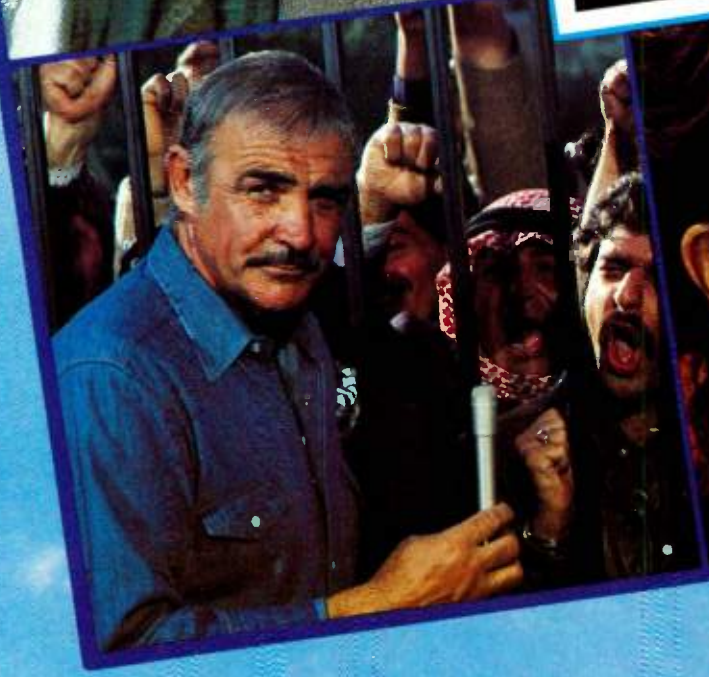
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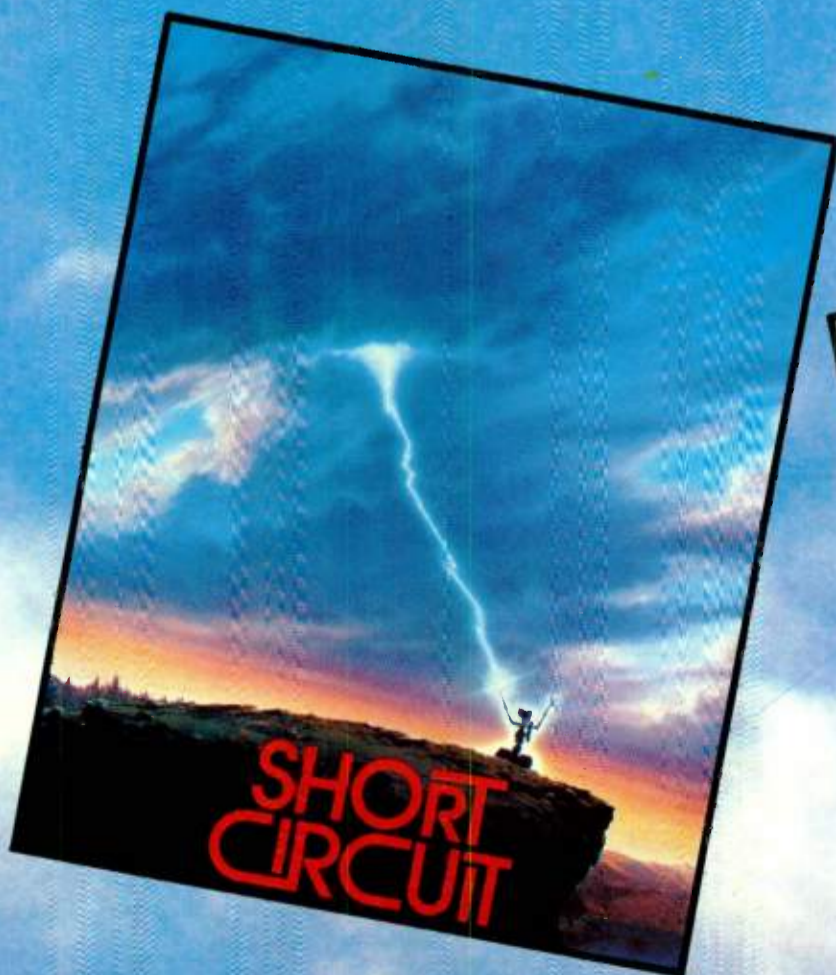
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Penney adds shine to home shopping's image

By JANET STILSON
Staff reporter

Television has become the new frontier for one of this country's largest retailers, J.C. Penney Co.

The company is leading a two-pronged attack on the home shopping business, unfazed by an industry mortality rate that saw 15 shop-at-home ventures crash and die last year alone.

Penney's wholly owned Telaction service, which is helping to usher in a new type of interactive video shopping channel, is still ironing out its kinks before expanding its distribution beyond the Chicago suburbs.

But Penney's 63 percent-owned Shop Television Network is moving at full tilt, wooing operators with an entertainment-oriented format designed to exhibit higher production values than its competitors.

Michael Rosen, STN's founder, president and chairman, is so confident in the success of his venture that he's letting a chance slip by to acquire shop-at-home venture The Fashion Channel.

Fashion Channel officials recently announced the network is on the verge of liquidation.

A Fashion Channel deal, which Mr. Rosen had been negotiating over the last few months, would have allowed STN's relatively shallow subscriber count of 4.3 million to expand to 9 million.

"Our intentions were honorable" during the negotiations, Mr. Rosen said, dismissing the price tag as a bone of contention. "TFC's (financial) problems were not something we were able to come to terms with."

Before the talks broke off, analysts considered the addition of The Fashion Channel's subscribers of great importance to STN.

Larry Gerbrandt, senior analyst at Paul Kagan Associates, noted that while the three largest video shoppers—Home Shopping Network, QVC Network and Cable Value Network—are securely profitable, others are "walking a fine line."

"Cable operators have found that commissions are maximized with two channels . . . That makes it tougher on the smaller (shopping channels)," Mr. Gerbrandt said.

But in explaining why his service can go it alone, Mr. Rosen points to an enthusiastic reaction that STN elicited from cable operators at the National Cable Television Association convention last spring.

In turn, that reaction has resulted in recent agreements with such multiple system operators as Century Communications, which will commit 720,000 subscribers to STN by the end of the year. And another MSO is expected to be added within a few weeks.

"We think it'll take us about 7 million homes to break even. We believe we will reach that, according to our business plan, in the next four quarters," Mr. Rosen said.

STN is starting to attract more operators, Mr. Rosen said, because there's a big difference between STN and its chief competitors, which include HSN, QVC, CVN and smaller services such as Financial News Network's Telshop programming.

Mark Riely, a research analyst at Eberstadt Fleming, described the difference by saying, "STN has created a more department store environment, as opposed to the

discount store environment (of the three largest video stores.)"

"But," he added, "clearly Shop TV is using low prices as an incentive."

Mr. Gerbrandt said, "Shop TV most certainly looks a lot more like a traditional television network than HSN, CVN and QVC."

Entertainment is a notable element in STN's look, with personalities such as Pat Boone and Juliet Prowse as hosts and such regularly featured talent as Richard Simmons.

In Mr. Rosen's crystal ball, most cable operators will schedule two shopping channels, one upscale and one downscale, and STN's upscale focus and emphasis on celebrities is "the way we're winning the war."

One crucial problem STN needs to resolve is its revenue per subscriber, according to Mr. Gerbrandt.

"STN probably attracts about half the revenue per home (compared to the three largest services)," he said.

He attributed that lower performance to STN's use of taped programming.

"STN has started experimenting with live shows and found their revenues jumped 40 percent. There's an interaction with the audience that's crucial," Mr. Gerbrandt said.

He estimated that STN is a more costly service than its main competitors. He puts its costs to date in the \$20 million to \$30 million range.

But as the service's volume of sales increases and it taps into Penney's telemarketing operation more completely, it should be more efficient, he said.

Penney's "deep pockets" are another factor working to the service's advantage, noted Mr. Riely.

In addition to the millions it has spent on STN, the retailer has sunk about \$60 million into its second home shopping venture, Telaction, over the last two years alone.

That channel has been eight years in the making, according to its president, Stuart MacIntire.

Telaction, currently carried by a Post-Newsweek cable system in the Chicago area and about to premiere on Jones Intercable systems in Illinois, allows viewers to decide what products they want to view and purchase by using touch-tone phones.

The available products range from 8,500 grocery and health-care products to upscale offerings from Neiman Marcus.

When Telaction was announced in February 1987, Penney officials said they expected that the channel would be available in 20 cities by 1990. But Mr. MacIntire refrains from any projections these days.

"We're deep in the process of making adjustments" in the service, he said.

For Penney, the home shopping ventures are a natural.

"They are another distribution channel to reach customers," said Duncan Muir, the company's spokesman.

On another television front, J.C. Penney's internal video conferencing service, which links 300 stores around the country by satellite, inspired a video conferencing service for businesses around the country.

And while Mr. Muir said the future direction of that service is up in the air due to Penney's recent headquarters move to Dallas from New York, the company is looking into launching additional overseas ventures. #



Shop Television Network relies on higher production values and celebrity hosts, such as Pat Boone (left).

Evergreens stand tall on cable

By JANET STILSON
Staff reporter

NEW YORK—"The Munsters," "The Brady Bunch" and other evergreen sitcoms performed even stronger than usual on basic cable in this year's second quarter.

The best example was TBS's "Andy Griffith," which showed up in the top 20 basic cable list four times for different time slots, according to A.C. Nielsen Co. figures. In the past, the show has often shown up on the list in one or two slots.

"Andy Griffith's" grip and the addition of "Bewitched" helped the genre control nine of the 20 slots on the chart, which measures series with eight or more episodes telecast in the quarter, according to the number of households tuned in.

TBS's "Award Theatre," which usually surfaces close to the top of the chart, dropped to 1.5 million households from an average 2 million households racked up in the first quarter.

Robert Sieber, TBS vice president of research, attributed the

drop to the traditionally lower homes-using-television levels most cable networks experience in the second quarter.

ESPN's airings of National Football League games in 1987's fourth quarter surpassed all other cable series by a long shot with an average 4.7 million viewers tuned in. The top-rated series this time out, TBS's National Basketball Association playoff coverage, attracted slightly more than 2 million.

Only CBN, with "Gunsmoke," and USA Network, with two wrestling series, managed to break TBS's near monopoly on the chart.

Aided by USA, wrestling kept its usual high profile, with four series weighing in.

And cable's weekend ratings strength was very much in evidence: Eleven out of the 20 entries were for weekend-only appearances.

Only one cartoon made the latest Top 20 list, compared to as many as three in previous quarters. Results for the children's series often waver from quarter to quarter, Mr. Sieber points out. #

	Rating	Households	Time slot
1. NBA Playoffs (WTBS)	4.4	2.001 million	various
2. Award Theatre (WTBS)	3.4	1.527 million	Sunday, 10:35 a.m.
3. Andy Griffith (WTBS)	3.0	1.353 million	Sunday, 9:35 a.m.
4. WWF Prime Time Wrestling (USA)	3.0	1.328 million	Monday, 9 p.m.
5. Beverly Hillbillies (WTBS)	2.9	1.310 million	Sunday afternoon
6. Prime Movie I (WTBS)	2.9	1.295 million	Daily, 8:05 p.m.
7. National Geo. Explorer (WTBS)	2.8	1.272 million	Sunday, 9 p.m.
8. Flintstones (WTBS)	2.8	1.261 million	Sunday, 9:05 a.m.
9. WWF A.M. Wrestling (USA)	2.8	1.253 million	Sunday, noon
10. Brady Bunch (WTBS)	2.7	1.236 million	Weekdays, 4:35 p.m.
11. Championship Sports (WTBS)	2.7	1.212 million	Saturday, 6:05 p.m.
12. Andy Griffith (WTBS)	2.7	1.211 million	Weekdays, 7:35 p.m.
13. Good News (WTBS)	2.6	1.156 million	Sunday, 10:05 a.m.
14. Munsters (WTBS)	2.6	1.146 million	Weekdays, 5:05 p.m.
15. Sanford & Son (WTBS)	2.5	1.137 million	Weekdays, 7:35 p.m.
16. Gunsmoke (CBN)	2.7	1.126 million	Sunday, 4 p.m.
17. Andy Griffith (WTBS)	2.5	1.106 million	Sunday afternoon
18. Sunday Sports (WTBS)	2.4	1.102 million	Sunday, 5:35 p.m.
19. Andy Griffith (WTBS)	2.4	1.098 million	Weekdays, 7:05 p.m.
20. Bewitched (WTBS)	2.4	1.063 million	Weekdays, 8:35 a.m.

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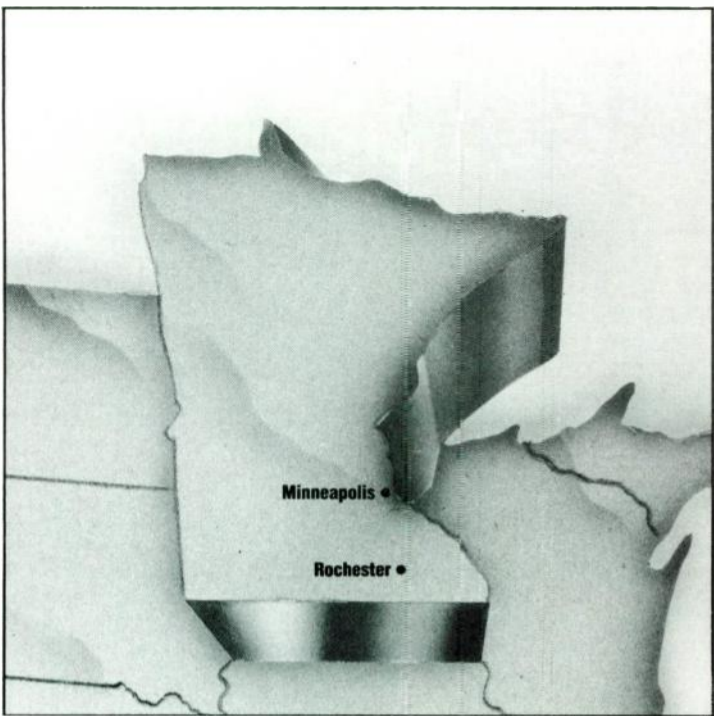
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MTM tries ad campaign in attempt to save show



Minneapolis affiliate accused of invading others' turf via cable

By ADAM BUCKMAN
Staff reporter

Two TV stations serving the Southeastern corner of Minnesota are angry at a Minneapolis CBS affiliate that they claim is muscling onto their turf by way of cable television.

The stations, which serve a market made up of Rochester, Minn.; Austin, Minn.; and Mason City, Iowa, say WCCO-TV is selling commercial time to advertisers in Rochester even though WCCO is based in Minneapolis/St. Paul, some 75 miles away.

WCCO, owned by Midwest Communications, is carried as a distant signal on cable systems in Rochester and Austin.

In its feed to those cable systems, the station replaces some of the ads aired to Minneapolis viewers with commercials placed by Rochester-area advertisers.

WCCO's general manager, Robert McGann, says there's nothing wrong with his station tapping into the Rochester area via cable. It's doing so because a substantial number of viewers in that market watch WCCO's newscasts, he explains.

But the two Rochester-area stations say the presence of the distant network affiliate is robbing them of ad dollars.

One general manager, John Shine of KIMT-TV in nearby Mason City, Iowa, says he's miffed at WCCO for selling commercial time to Rochester-area advertisers, even though WCCO is not carried on Mason City's local cable system.

He also feels it's wrong for WCCO's Rochester cable feed to carry a different set of commercials than those that appear on WCCO-TV in Minneapolis.

"We have, through our attorneys, asked them to cease and desist," Mr. Shine says. "If they don't stop, there will be action taken."

However, Mr. Shine might not have a strong case because selling TV commercial time outside one's market of license is not a violation of Federal Communications Commission rules, nor fed-

eral law, says Bill Johnson, deputy chief of the FCC's Mass Media Bureau.

"The fact that somebody's selling advertising in somebody else's market is fine with the commission," Mr. Johnson says.

He adds that the issue arose a few years ago in a lawsuit involving Ted Turner's WTBS-TV in Atlanta, which is also a national superstation.

In that case, a court ruled that it was OK for WTBS's national and local feeds to carry different sets of commercials, Mr. Johnson says.

Another general manager, Clark Wideman of KTTC-TV in Rochester, says he's annoyed at WCCO because "Wheel of Fortune" and "Jeopardy!" are carried on WCCO's Rochester cable feed even though KTTC has exclusive rights in Rochester to air the two high-rated game shows.

Regarding the duplication of syndicated shows, the FCC recently adopted new syndicated exclusivity rules, which will require cable system operators to black out shows on distant signals if local stations have exclusive rights to those shows.

However, the new rules are not scheduled to go into effect for about a year, which means that WCCO will continue to compete with KTTC for the time being.

"I cannot prevent them from selling or making an arrangement with the cable company to sell (commercials on) the cable service," Mr. Wideman says. "There's no problem with that at all. What we have a problem with is the syndicated programming... which we have already franchised in our market."

To Mr. Wideman, KTTC's loss of market exclusivity for some of his station's shows means there's been a violation of copyright laws.

Duplication of syndicated shows already licensed to KTTC is doubly harmful, Mr. Wideman notes, because WCCO is selling commercial time within the duplicated shows to advertisers in Rochester.

(Continued on Page 35)

At least it was a gutsy try.

MTM Entertainment took quarter-page ads in July 13 newspapers in the top 10 markets and "TV Guide" and "Jet" magazines, space valued at \$200,000, to promote that evening's airing of its pilot, "Home Free."

The ads came out and bluntly asked readers to watch the show so that NBC would pick it up as a regular series. NBC had already passed on "Home Free," which stars Michael Warren as a foster father to five kids.

"NBC had three slots for an early evening prime-time show, and we felt that 'Home Free' would have been the No. 4 choice," says Larry Bloustein, MTM senior vice president of public relations, who devised the campaign. "The idea came out of a conversation between us and NBC. They said we'd need a 25 share in that time slot."

The ad coaxed readers to watch by telling them: "You can program the No. 1 network. Tonight the producers of 'The Mary Tyler Moore Show,' 'St. Elsewhere' and 'Hill Street Blues' will bring you a new program starring Michael Warren... NBC will program 'Home Free' as a series if enough of you care. The show must win a 25 share... If you want great TV, get involved. Watch it!"

Too bad for MTM, "Home Free" scored a 14 share, "the same as the old show in its time slot," concedes Mr. Bloustein.

But the approach was admirable. Going directly to TV viewers isn't entirely new. Ted Turner's CNN did it in the old days when the fledgling network was struggling to get carried on cable systems. CNN ran enticing ads, then urged cable subscribers to call their cable operators and complain if CNN wasn't on their system.

What's doubly noteworthy about the MTM ads is that they show a belief that today's TV viewers are sophisticated about network programming decisions.

"The ad spoke to people who wonder: 'What do network programmers think when they put together my schedule?'" says Mr. Bloustein. "Even if viewers didn't know what a 25 share was, they knew it was high and that it was what the networks were looking for."

* * *

There used to be two types of cable ads: the hard-hitting ones in which an individual network told you how great it was, and the generic kind that told you nothing.

Now, for the first time, three separately owned programming services are joining forces in a direct mail push aimed exclusively at selling cable TV to the non-subscriber.

The three-system effort, being called a test, is an effort of American Movie Classics, The Discovery Channel and The Disney Channel.

A single mailer, promoting each of these networks, was jointly created at a cost of 30 cents each.

It's being sent in three stages to non-subscribers of Cox's system in Omaha, Neb.; Continental's system in Rolling Meadows, Ill.; and Times Mirror's system in Weymouth, Mass.

The systems were chosen because each had a basic penetration level between 35 percent and 60 percent, as well as the ability to code the mailers with demographic data for research purposes.

In each system, half the non-subscribers will be offered free installation, while the other half will be



Susan Spillman

offered free installation plus a free year's subscription to the American Movie Classics' and The Discovery Channel's magazines, each of which typically sell for \$9.95 a year. A total of 90,000 subscribers will receive one of the two offers. The first mailing was made last month in Rolling Meadows. Omaha begins this week; Weymouth in August.

The idea was developed by American Movie Classics, which last fall researched the type of programming that interests cable holdouts. The findings: kids programming, science and documentaries and classic movies.

AMC had the classic movies but turned to The Discovery Channel and The Disney Channel to see if the three could create a cohesive pitch that covered all the bases.

"We wanted these channels be-

cause they are high quality and distinctive to cable," says Kate McEnroe, AMC vice president of field operations. "A lot of cable services have abandoned their original promise of delivering specific programming so that today many basic networks look just like one more independent broadcast station."

Ms. McEnroe also notes that AMC and The Discovery Channel were launched just two years ago and many consumers don't know about them.

The Disney Channel, the only pay service in the group, is older but there is confusion whether it's a cable or broadcast service, she adds.

"Many people still don't know that a pay service is more than just HBO," she says.

The cable services want to learn what it takes to sign up a non-subscriber. They're hoping the test brings a 2 percent to 3 percent lift in basic subscriptions. If that can be attained, they hope to take the campaign nationwide.

Such alliances between non-competing services could "be the wave of the future," says Ms. McEnroe.

"Sometimes so many pitches hit the consumer that they cancel each other out. This way the consumer gets one voice, not eight."#

YOU CAN PROGRAM THE #1 NETWORK

Tonight, the producers of THE MARY TYLER MOORE SHOW, ST. ELSEWHERE, and HILL STREET BLUES will bring you a NEW program starring MICHAEL WARREN.

It's called HOME FREE.

NBC will program HOME FREE as a series if enough of you care. The show must win a 25 share.

If you want great TV, get involved. WATCH IT!

You'll laugh, you'll feel good, and you'll want to live there. We guarantee it!

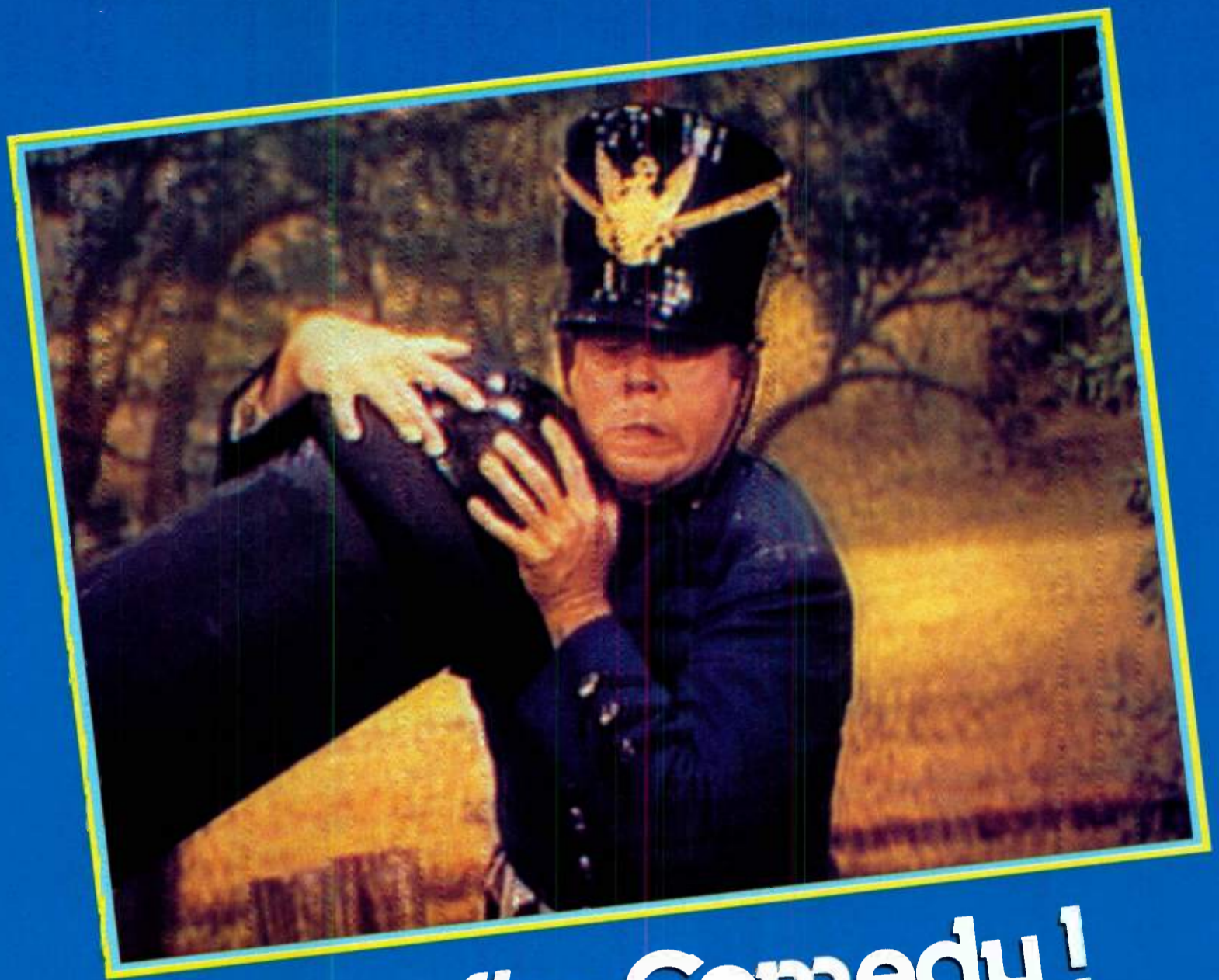


HOME FREE

Where Dreams Really Do Come True
TONIGHT AT 7PM ON NBC

MTM

MTM's advertisement bluntly asked readers to watch "Home Free" so that NBC would pick up the program as a regular series.



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CAROL BURNETT and FRIENDS is comedy right on target. 175 fun-filled half-hours featuring television's funniest cast of regulars and a host of major guest stars. CAROL BURNETT and FRIENDS. You can't miss.

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Source: May '88 NSI/ARB

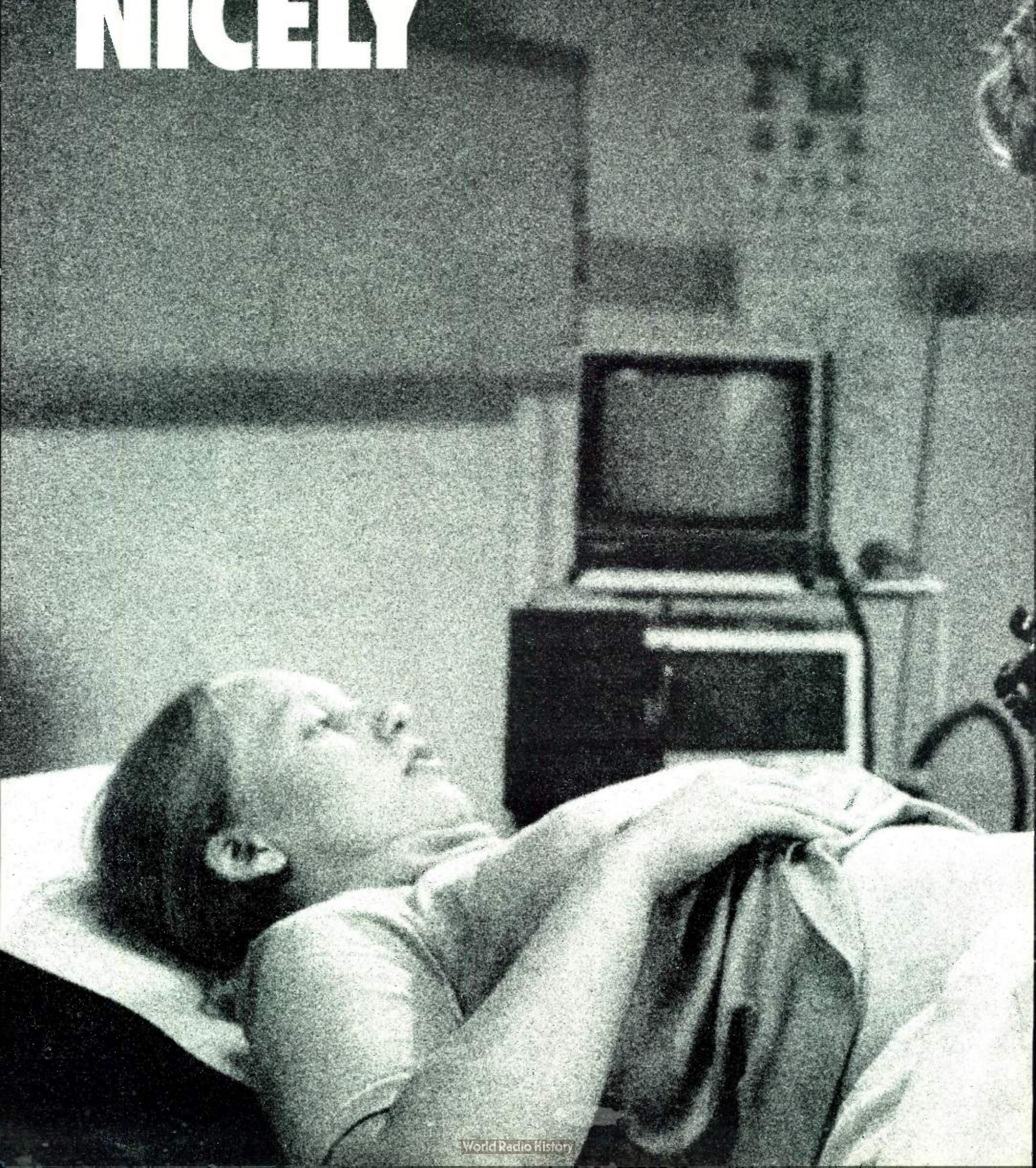
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WHO'S NEWS

Broadcast TV

Ron Greenberg to develop game show programming for Dick Clark Productions, Burbank, Calif., from co-developer and producer, "The Fun House."

Walter Threadgill to vice president, government relations, Corporation for Public Broadcasting, Washington, from corporate vice president, Storer Communications, Miami. Mr. Threadgill is also currently chairman, president and chief executive officer of Minority Broadcast Investment Corp., Washington. Also at CPB, **Paul Symczak** to vice president, general counsel, from general counsel and secretary.

Fred Barber to vice president and general manager, WTTV-TV, Indianapolis, from vice president and general manager, WTAE-TV, Pittsburgh. He replaces **Elmer Snow**, who is retiring but will remain as an adviser and consultant to the company.

Bruce Miller to general manager, WTOK-TV, Meridian, Miss., from general manager, WBTW-TV, Florence, S.C.

David Zornow to manager, product development for advertiser/agency television sales, Arbitron Ratings Co., New York, from manager, television agency applications, Laurel, Md.

Perry Simon to senior vice president, series programs, NBC Entertainment, Burbank, Calif., from vice president, drama programs. Also at NBC, **Gary Newman** to vice president of business affairs for prime-time programs from vice president, business affairs; **Fredric Weissman** to manager, media services, talent relations, from casting director/talent coordinator, ABC's "Dolly," Los Angeles; **Paul McGuire** to manager, media services, photography, from photo director, Fox Broadcasting Co., Los Angeles; and **Thomas Spock** to director, financial planning, NBC Television Stations, New York, from director, finance and administration, NBC Entertainment.

Lawrence Jones to senior vice president, business affairs, televi-



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Dick Clark Productions



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CPB



FRED BARBER
WTTV-TV



BRUCE MILLER
WTOK-TV



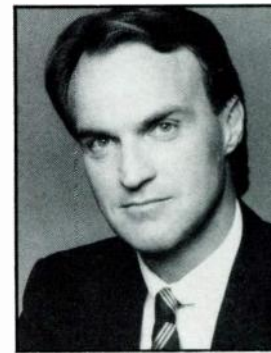
GREG LYON
KRON-TV



CHRIS CLAUS
KFWB-AM



JEFF GALLOP
Columbia Pictures TV



JEFF DUCLOS
Baker-Winokur-Ryder

sion production, Twentieth Century Fox Film Corp., Los Angeles, from vice president, business affairs, prime-time programs, NBC Entertainment, Burbank, Calif.

Maryann Wiedemann to director of station relations, Paramount Domestic Television, Los Angeles, from seminar manager, Broadcast Promotion and Marketing Executives, Los Angeles.

Cable TV

Ronald Hranac, senior staff engineer at Jones Intercable, Englewood, Colo., named president of the Society of Cable Television Engineers. He succeeds **Robert Luff**, group vice president/technology at Jones Intercable.

Michael Ritter to executive vice president, Continental Cablevision, Boston, from vice president and general manager of Continental Cablevision in Michigan.

Elizabeth Ladd King to director of program acquisitions, ESPN, Bristol, Conn., from program manager.

Curtis Symonds to vice president of affiliate relations, Black Entertainment Television, Washington, from national account manager, ESPN, Chicago.

Journalism

Greg Lyon to business reporter, KRON-TV, San Francisco, from executive producer.

Donna Foreman to weekend news anchor/reporter, WLOS-TV, Asheville, N.C., from weather/health anchor, WKBN-TV, Youngstown, Ohio.

Pat Ciarrocchi to co-anchor, "Eyewitness News" at 5:30 p.m., KYW-TV, Philadelphia, from anchor, KYW's 6:30 a.m. and noon news shows.

Mark Schumacher to Long Island correspondent, WCBS-TV, New York, from general assignment correspondent, KXAS-TV, Dallas, Texas.

Bill Mazer, sportscaster on WNYW-TV, New York, has joined all-sports WFAN-AM, New York, as host of its noon-to-3 p.m. airshift. He continues as sportscaster at WNYW.

Radio

Michael Kakoyiannis to executive vice president, Westwood One Radio Stations Division, New York, from executive vice president, Metropolitan Broadcasting, New York.

Cathy Bania to research manager, Eastman Radio, New York, from senior analyst, Christal Co., New York.

Tony Judge to corporate sales manager, WFMT-FM, Chicago. He

continues as director of development for the WFMT Fine Arts Network.

Chris Claus to vice president and general manager, KFVB-AM, Los Angeles, from vice president and general manager, KJQY-FM, San Diego. **Bert Wahlen**, vice president of FM stations for Group W Radio, assumes the additional position of vice president and general manager of KJQY.

Steve Holbrook to corporate manager of programming administration and development, NewCity Communications, Bridgeport, Conn. He continues as operations manager at NewCity's WDBO-AM/WWKA-FM, Orlando.

Syndication

Jeff Gallop to account executive, syndication, Western region, Columbia Pictures Television, Burbank, Calif., from account executive, Coca-Cola Telecommunications, Burbank.

Other

Laura Sayegh to director of sales communications, HBO Video, New York, from manager of sales administration and support.

Jeff Duclos to senior vice president, television division, Baker-Winokur-Ryder Public Relations, Beverly Hills, Calif., from vice president, television division, Rogers & Cowan, Los Angeles.

Dan Funk to vice president of production, The Earl Greenburg Organization, Los Angeles, in addition to his duties as producer/director, "Flip," and producer of "Don King's Only in America."

Obituary

F. Robert McCourt, 63, a former employee of WSOC-TV, Charlotte, N.C., died June 15 after a brief illness. Mr. McCourt started working for WSOC 31 years ago, serving as a production manager and retiring as the programs operations manager in December 1985. He is survived by his wife and two children. #

Dick Butkus joins CBS's 'The NFL Today' crew

By RICHARD TEDESCO
Staff reporter

NEW YORK—Dick Butkus will be the new member of CBS Sports' team on "The NFL Today" pre-game show this football season.

Mr. Butkus becomes an analyst on the telecast in a multiyear deal beginning this fall, in effect filling the slot vacated by Jimmy "The Greek" Snyder last season.

Mr. Snyder was dismissed by the network over racial remarks he made in an interview.

While Mr. Butkus will be analyzing teams' anticipated performances on the show, he won't be commenting specifically on point spreads, as Mr. Snyder had done.

"Jimmy was doing the predicting and all that business. I'm not going to be involved in that at all," Mr. Butkus said. "I'll be asked for observations on particular games."

A former middle linebacker for the Chicago Bears, the Hall of Famer has three years' experience as an analyst on Bears games for Chicago's WGN-AM.

Mr. Butkus will continue his acting role this season on NBC's "My Two Dads." NBC has no problem with his new CBS role, according to Mr. Butkus, who said he also will help broadcast two or three preseason games for WGN this season.

Ted Shaker, CBS Sports executive producer, said Mr. Butkus was chosen after the network conducted auditions in late June.

Former NFL stars Gary Fencik, Lyle Alzado and Jack Youngblood also auditioned for the role, according to a CBS source. Mr. Fencik will be a new game analyst for CBS.

Mr. Shaker said the addition of Mr. Butkus opens a "new chapter" for "The NFL Today," but added that it does not indicate an overhaul for the 14-year-old show.

"At a certain point in time, Jimmy 'The Greek' made a valuable contribution and part of that contribution was in predicting games," Mr. Shaker said. "We think now that this is the right direction for the show to go in."

He indicated that a "fresh look" for the set and use of more remotes are the only other changes contemplated.

"The NFL Today" cast includes Brent Musburger, Irv Cross and Boston Globe sportswriter Will McDonough, who becomes a regular on the show this fall.

Mr. McDonough will also team with Greg Gumbel in his first year calling games for CBS. Mr. Fencik will broadcast with Jim Lampley as part of CBS's new lineup. And former San Diego Charger Dan Fouts, another CBS rookie, will be analyzing games with play-by-play announcer Dick Stockton. #

ABC tops Sports Emmys

By RICHARD TEDESCO
Staff reporter

NEW YORK—ABC and CBS were the big winners in the Sports Emmy Awards recently, taking home the top honors in all major production categories.

ABC won nine Emmys and CBS seven, while NBC earned two.

The individual big winners were NBC's Bob Costas as outstanding sports host and CBS's John Madden as outstanding sports analyst.

It was Mr. Madden's fourth Emmy in that category.

"ABC's Wide World of Sports" was named outstanding edited sports series, its 18th Emmy, making it the winningest regular sports series in the history of the awards.

Last year's Kentucky Derby on ABC was selected outstanding sports special, and "ABC's NFL Monday Night Football" was honored as outstanding live sports series.

"We have an outstanding group of technical people," said Curt Gowdy Jr., the Derby producer and "Wide World" coordinating producer. "I was especially pleased for our engineers. They're the big winners."

Larry Kamm, who was director of "Mon-

day Night Football" in 1987, revealed that he would be leaving the program to return to directing college football coverage for the network.

Another ABC veteran, Jim McKay, was honored with a writing award for the openings of the network's coverage of the Kentucky Derby, the Indianapolis 500 and the British Open.

It was Mr. McKay's 11th sports Emmy.

CBS's "Paris Roubaix Bike Race" production won an outstanding edited sports special. And CBS won three Emmys for its production of the Tour De France bicycle race.

Tour De France won the award for best videotape camera crew and shared technical team remote honors with ABC for the 1987 World Series. It also took a music award with John Tesh, now co-anchor of "Entertainment Tonight," the winning composer.

ESPN won its first Emmy in its initial year of eligibility, for the graphics in the opening segment of its NCAA Basketball Tournament programs.

The Pacific Mountain Network shared the award for top videotape camera crew with CBS for its production of "America Today: Running for the Olympics, Dreams of a Comeback." #

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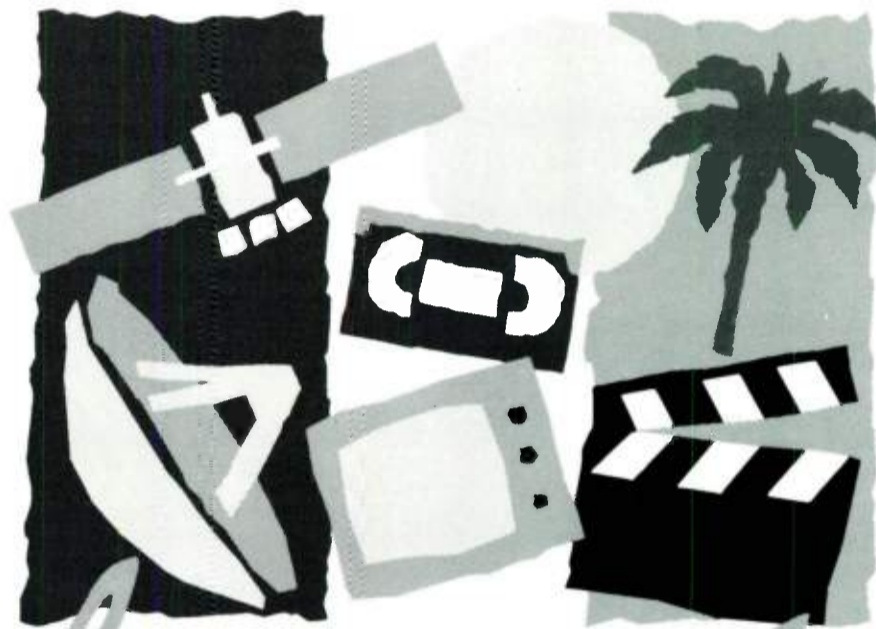
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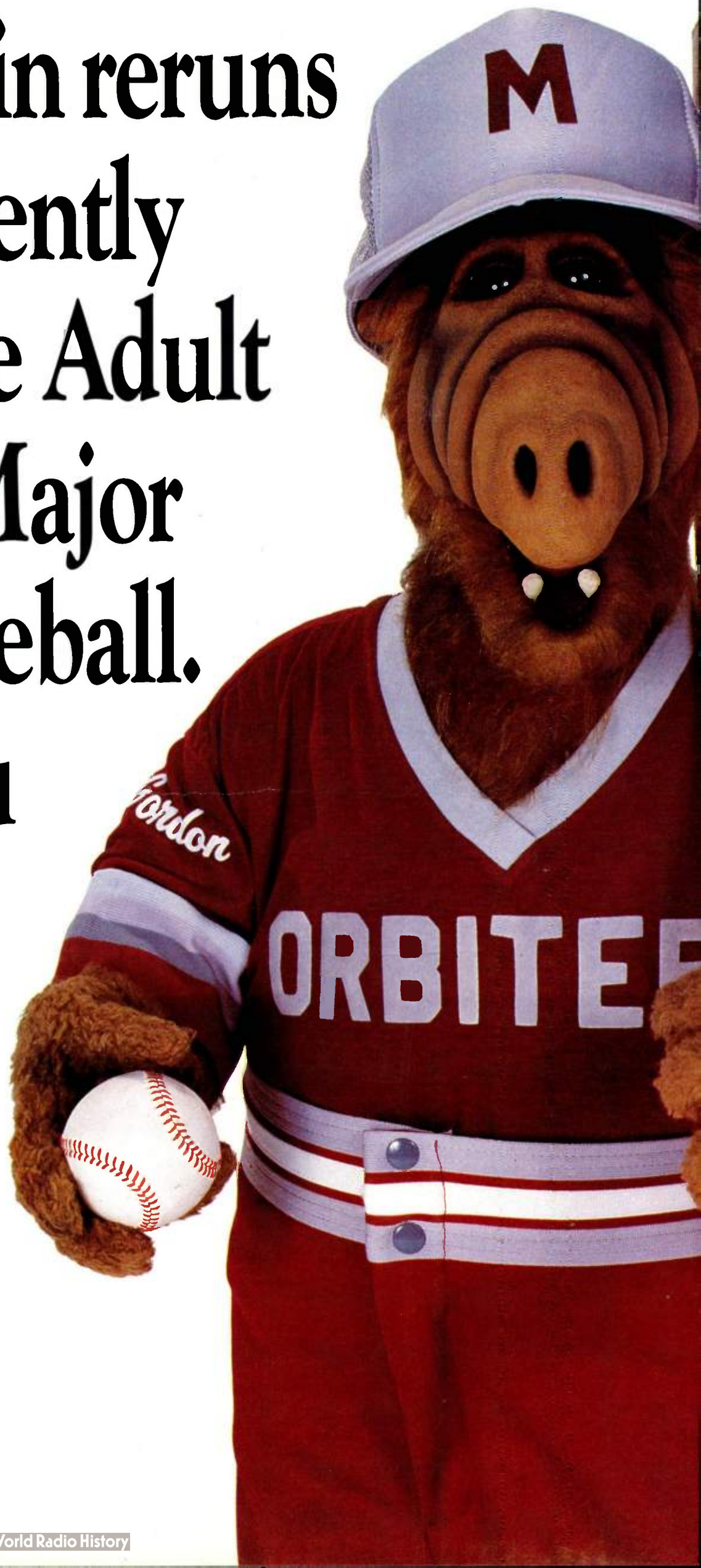
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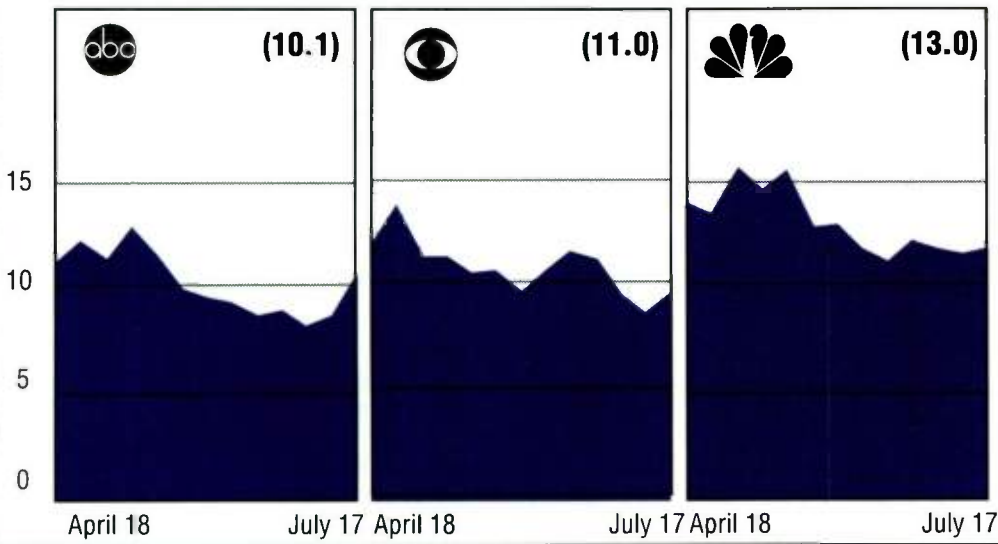
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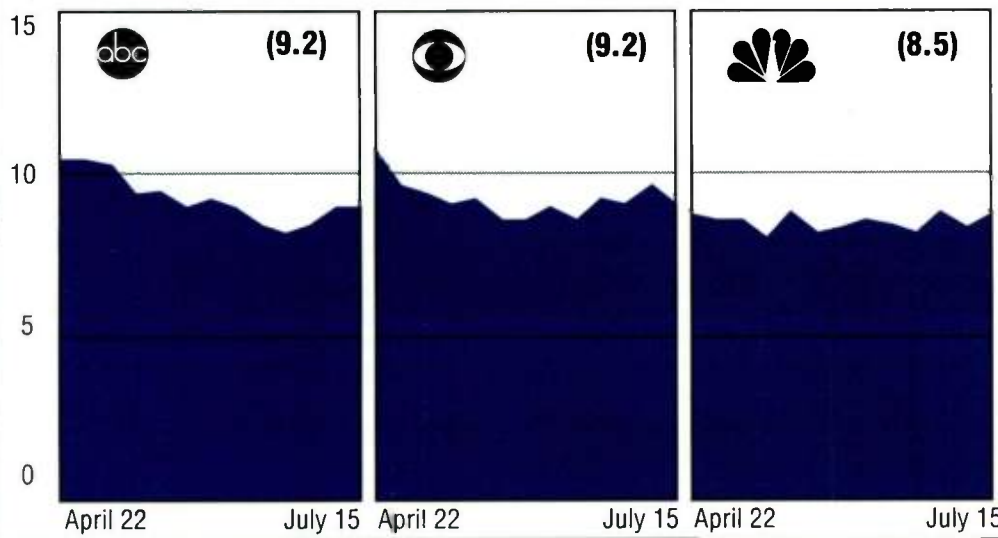


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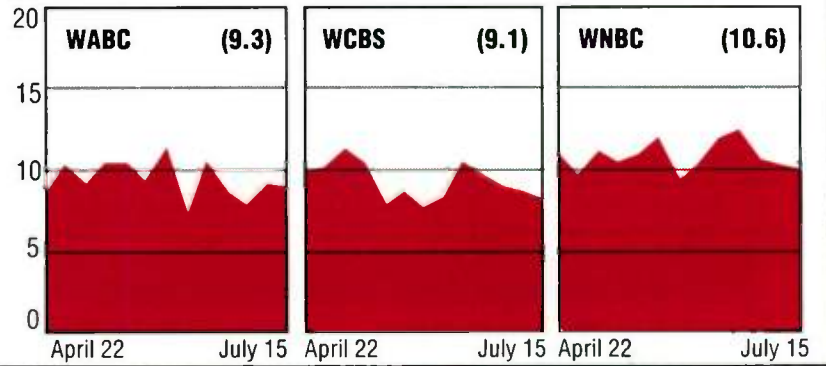
Top daytime shows from the second quarter

1. Young & the Restless (CBS) 7.5/29
2. General Hospital (ABC) 7.0/25
3. One Life to Live (ABC) 6.8/24
4. All My Children (ABC) 6.7/24
5. As the World Turns (CBS) 6.4/23
- Days of Our Lives (NBC) 6.4/23
7. Price is Right, Part 2 (CBS) 6.1/27
8. Guiding Light (CBS) 5.8/21
9. Bold & the Beautiful (CBS) 5.2/19
10. Another World (NBC) 4.8/17

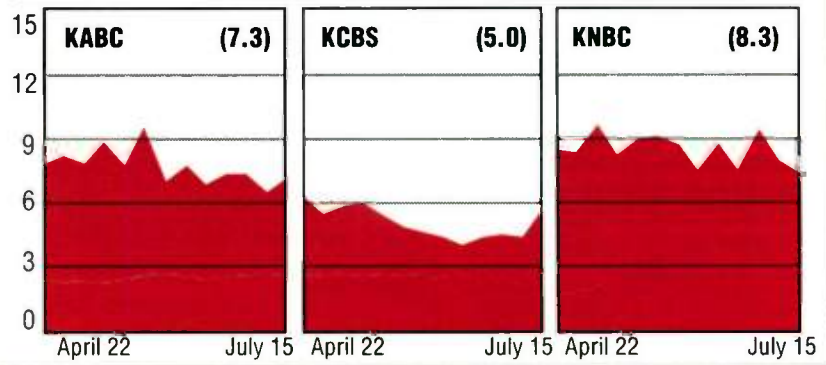
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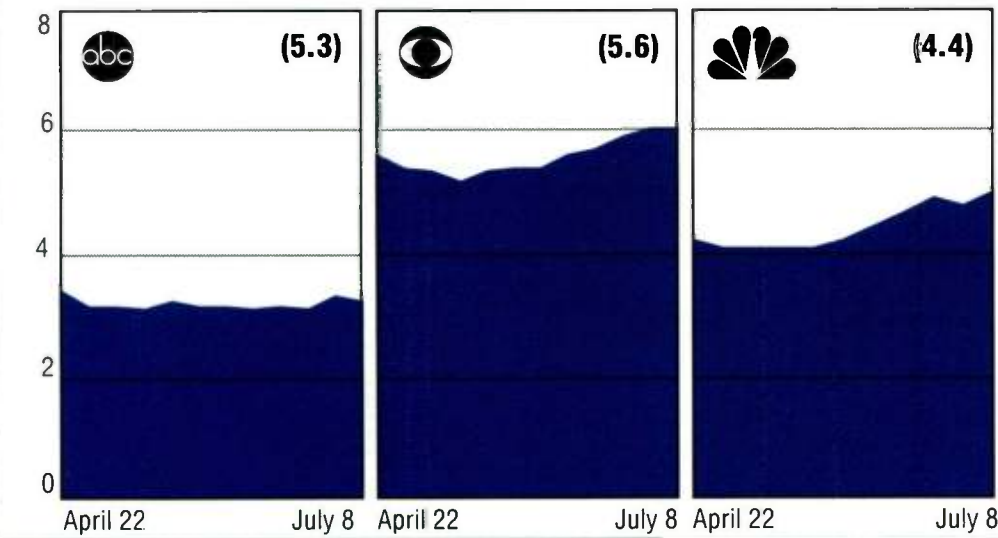
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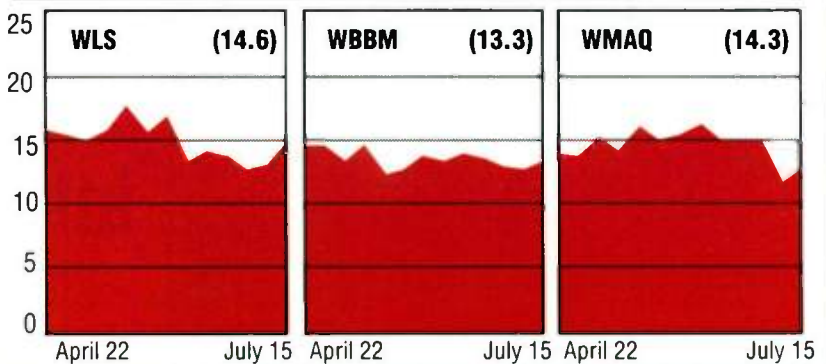
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NETWORK DAYTIME-APRIL 22 TO JULY 8



CHICAGO 10 P.M. LOCAL NEWS



RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS FOR THE WEEK OF JULY 11 TO JULY 17

1. All-Star Game	ABC 20.3/36	20. Head of the Class	ABC 12.0/24	(t) Blue Skies	CBS 9.6/18	(t) Home Free	NBC 6.8/14
2. The Cosby Show	NBC 17.0/33	(t) CBS Tuesday Movie	CBS 12.0/20	40. My Two Dads	NBC 8.5/18	59. Macgyver	ABC 6.6/15
3. Golden Girls	NBC 16.8/35	22. Hogan Family	NBC 11.9/22	41. Family Ties	NBC 9.4/19	60. Kate & Allie	CBS 6.5/15
4. A Different World	NBC 16.4/32	23. ABC Sunday Night Movie	ABC 11.6/21	42. Facts of Life	NBC 9.2/22	61. Rags to Riches	NBC 6.2/13
5. Night Court	NBC 16.3/30	(t) 227	NBC 11.6/26	43. Full House	ABC 9.0/20	62. Hotel	ABC 6.0/13
6. Hunter	NBC 16.0/33	25. Modern Medical	NBC 11.5/22	44. Perfect Strangers	ABC 8.7/21	63. Disney Sunday Movie	ABC 5.7/12
7. Cheers	NBC 15.8/30	26. Newhart	CBS 11.4/20	45. Summer Showcase	NBC 8.6/15	64. Supercarrier	ABC 5.5/13
8. 60 Minutes	CBS 15.4/33	27. Movie of the Week/Tuesday	NBC 11.4/20	46. Mr. Belvedere	ABC 8.5/18	(t) Simon & Simon	CBS 5.5/10
9. Amen	NBC 14.8/30	28. Drugs: Why This Plague?	ABC 11.2/21	48. I Married Dora	ABC 8.4/17	66. Frank's Place	CBS 5.4/12
(t) NBC Monday Night Movies	NBC 14.8/26	29. Wiseguy	CBS 11.1/21	48. Miami Vice	NBC 7.7/15	67. 48 Hours	CBS 4.9/10
11. All-Star Baseball Pre-Game	ABC 14.6/29	(t) Designing Women	CBS 11.1/19	49. Hothouse	ABC 7.6/15	68. Pre-Democratic Convention	CBS 4.4/9
12. LA Law	NBC 14.3/28	31. CBS Sunday Movie	CBS 10.6/19	50. CBS Summer Playhouse	CBS 7.5/14		
13. Murder, She Wrote	CBS 14.1/28	32. Spenser: For Hire	ABC 10.4/20	(t) Best of TV Bloopers/Jokes	NBC 7.5/17		
14. Unsolved Mysteries	NBC 13.9/26	(t) Magnum, P.I.	CBS 10.4/19	52. 'Slap' Maxwell	ABC 7.3/13		
15. NBC Sunday Night Movie	NBC 13.8/25	34. Jake and the Fatman	CBS 10.3/21	53. Cagney & Lacey	CBS 7.0/13		
16. 20/20	ABC 13.0/25	35. Equalizer	CBS 9.7/18	54. Beauty & the Beast	CBS 6.9/16		
(t) ALF	NBC 13.0/25	36. ABC Monday Night Movie	ABC 9.6/17	(t) Sonny Spoon	NBC 6.9/14		
18. Growing Pains	ABC 12.8/27	(t) ABC Thursday Night Movie	ABC 9.6/18	56. O'Hara	ABC 6.8/14		
19. CBS Friday Movie	CBS 12.2/25	(t) Hoopeman	ABC 9.6/18	(t) Tour of Duty	CBS 6.8/14		

USA committed to original movies

(Continued from Page 3)

HBO has attempted the same one-a-month goal in recent years, but is likely to premiere only above five this year due to the writers' strike.

Meanwhile, Turner Network Television, premiering in October, plans to offer one big-event program each month in its first 15 months and two blockbuster events per month the following year.

Most multiple system operators contacted about the TV movie commitment said they were reserving judgment on the deal.

"I have to wonder how much I'm being taken for granted in funding those programs," said Ajit Dalvi, senior vice president of marketing and programming for Cox Cable Communications, referring to USA's subscriber fees.

The network is raising its rates 10 cents over the next two years to 23 cents.

Ms. Koplovitz says she expects

the movies to attract about a 4 rating in prime time—about what she anticipates for two of USA's new fall offerings, "Miami Vice" and "Murder, She Wrote" reruns.

By comparison, USA averaged a 1.6 rating in prime time in the just-ended second quarter, according to preliminary A.C. Nielsen Co. data.

The first TV movie on line is "The Zodiac Murders," based on a book by Robert Graysmith about a series of unsolved murders in California.

Agreements on at least two other TV pictures are expected in time for this week's cable TV critics tour, with a miniseries likely to follow.

"We like the idea of mystery/intrigue/suspense movies because (those genres) play very well on USA," Ms. Koplovitz said.

But there will be a mix of reality-based and fiction movies and miniseries, she added. #

NBC cable to feature business news format

(Continued from Page 3)

As a consequence of the new programming changes, NBC has eliminated a plan to offer systems equity in the sports service.

But it has added an incentive plan so that systems that sign up for CNBC within a 90-day period after the service is officially offered will be eligible for a rebate in the channel's third year of operation.

Tom Rogers, NBC's vice president of policy planning and business development, said 20 percent of the network's national advertising revenue will be refunded to the systems, based on the number of subscribers they serve.

"We understand the exercise involved in incurring losses over a period of years when you start a cable channel," he said. "The fact the service is being consolidated indicates much more aggressiveness."

Much of FNN's programming during weekdays now is geared to business professionals, with more general financial news in the early evening and sports and home shop-



NBC's TOM ROGERS Offers cable systems an incentive

ping in other time periods.

Working to FNN's advantage is a subscriber base of more than 30

million, built up over seven years, and a slightly lower per-subscriber cost. As of August, FNN will charge 3½ cents per subscriber. A year later, the rate will increase to 5½ cents. It will rise to 7½ cents in 1990.

Ajit Dalvi, senior vice president of marketing and programming at Cox Cable Communications, believes the nascent NBC service is better positioned than before, but the company's systems will have to wrestle with channel capacity constraints.

"I'm convinced there's room for only one financial network. So it will be interesting to see how (events between FNN and CNBC) shake out," he said.

At Warner Cable Communications, Lowell Hussey, senior vice president of sales, marketing and programming, said that the advertising rebate "makes sense. With the credibility of NBC, you've got to believe they'll do all right on the advertising side." But he didn't know if any Warner systems would add the service. #

CBS maneuvering to buy station in Miami market

(Continued from Page 3)

CBS would have to secure a strong affiliation switch in West Palm Beach before it would buy WCIX. The sources say CBS has a good chance of making such a switch with either ABC affiliate WPEC-TV or NBC affiliate WPTV-TV, both VHF outlets.

Earlier this month, the CBS board gave network executives, including President Laurence Tisch, a "carte blanche" to negotiate and acquire one or more TV stations that would increase the network's current 19 percent U.S. household reach provided by its four owned TV outlets.

Industry sources estimate that WCIX could sell for as little as \$60 million and not much more than \$100 million, given its technical deficiencies.

CBS executives last week continued discussions with Salomon Brothers, a New York investment banking firm with a majority inter-

est in TVX.

Salomon Brothers and TVX officials did not return telephone calls last week.

When asked about WCIX, Anthony Malara, president of CBS's affiliate relations division, said only that "there have been conversations between CBS and stations in the West Palm Beach market for a number of years and . . . those talks continue."

Industry sources point out that CBS could obtain WCIX for a relative bargain compared to the \$270 million NBC paid for WTVJ-TV, the current CBS affiliate in the nation's 16th largest market. That station becomes an NBC-owned station in January.

CBS's other options in the market would be to switch signals with the market's public station, WPBT-TV, or switch its affiliation to WSVN-TV, the current NBC affiliate owned by Edmund Ansin.

However, Mr. Ansin has refused CBS's in-

quiries about affiliating with or buying his station and has a lawsuit pending against NBC and CBS in an attempt to block NBC's takeover of WTVJ.

CBS executives last week had little to say about a potential WCIX acquisition, but said the Miami independent is not the only purchase the company is considering.

Sources say CBS is contemplating bidding for several large-market properties, including its major-market affiliates owned by Gillett.

Among the markets CBS is said to be eager to enter are Dallas; Boston; Phoenix, Ariz.; and San Francisco.

Sources say CBS is expected to begin serious negotiations for one or more TV stations within the next several weeks, tapping the \$3.5 million amassed by Mr. Tisch through asset sales.

CBS is also under pressure to buy a station with the proceeds from the sale of KMOV-TV,

its former owned station in St. Louis. The company will be required to pay hefty taxes on the proceeds at year's end if the proceeds are not reinvested in the broadcasting business.

Meanwhile, several smaller-market acquisitions were announced last week:

- Norman Lear's Act III Communications, Atlanta, bought its sixth station, WRLH-TV, a dominant independent UHF in Richmond, Va., owned by Busse Broadcasting, for \$6.3 million.

It has offers pending on several other properties, including Media Central TV stations in Jackson, Miss.; and Huntsville, Ala., which are tied up in Chapter 11 bankruptcy proceedings.

- Price Communications last week said it sold CBS affiliate KRCG-TV in Columbia, Mo., to Mel Wheeler Inc. for \$24 million. Price bought KRCG in 1985 for \$12 million. #

Congressional action pending on major communications bills

(Continued from Page 32)

directly to public TV stations.

The Senate bill has passed the Senate Commerce Committee and is also waiting to be voted on by the full chamber.

The CPB strongly opposes the Senate bill, while PBS and the National Association of Public Television Stations favor it. If the legislation passes both houses, the differences in the two bills will be negotiated in a House-Senate conference committee.

- The Satellite Home Viewer Copyright Act of 1988, introduced by Rep. Bob Kastenmeier, D-Wis., chairman of the House copyright subcommittee, would establish a copyright system so that program distributors can market scrambled independent TV signals to backyard earth station owners.

The bill passed the House copyright subcommittee and has gone to its parent, the Judiciary Committee, which has not scheduled a vote on the matter. There is no similar legislation active in the Senate.

The National Cable Television Association and the MPAA are supporting the legislation.

The Association of Independent Television Stations had long opposed the legislation, but will not fight it now that a provision was added that would require the Federal Communications Commission to study whether syndicated exclusivity rules should apply to the home dish market.

However, the FCC requirement has sparked a jurisdictional dispute with Rep. John Dingell, D-Mich., chairman of the House Energy and Commerce Committee, who contends the legislation should be handled by his committee.

- The Satellite Television Fair Marketing Act, introduced by Rep. Billy Tauzin, D-La., would permit parties other than those in the cable industry to have access to programming for distribution to home earth station owners.

The bill passed the House telecommunications subcommittee and is pending in the Energy and Commerce Committee, which has not scheduled a vote on it.

A similar bill introduced by Sen. Albert Gore, D-Tenn., passed the Senate Judiciary Committee and is now waiting to be voted on by the full Senate.

The legislation is backed by the home dish industry, but strongly opposed by NCTA.

- The Television Violence Act of 1988, introduced by Sen. Paul Simon, D-Ill., would grant a three-year exemption from antitrust laws to permit the networks, TV producers and other broadcasters to develop voluntary guidelines limiting violence on TV programs.

The bill was approved by the Senate. In the House, a similar measure has been introduced by Rep. Dan Glickman, D-Kan., and Rep. Edward Feighan, D-Ohio. That bill is pending in the House monopolies subcommittee.

INTV says it would support the bill sponsored by Sen. Simon, while the NAB opposes the measure.

- An amendment to a Commerce Department appropriations bill, introduced by Sen. Hollings, that would create a U.S. government TV service for Cuba passed the Senate Commerce Committee and is now waiting to be voted on by the full Senate.

A Commerce Department appropriations measure passed by the House did not contain money for the so-called TV Marti. The measure goes next to a House-Senate conference committee. #

Disney to get KHJ

(Continued from Page 3)

broadcast stations. A decision on that matter is expected before the end of the year.

The commission said its approval of the sales "preserves its policy of deterring station misconduct" because RKO is receiving only 67 percent of the purchase price for KHJ and 70 percent of the purchase price for WHBQ.

But Commissioner Patricia Diaz Dennis, who voted against the deal, said the agency's approval sets an "unconvincing and worrisome precedent. By citing the length of these proceedings as a reason for ending them, I fear the commission sends the wrong signal to station licensees—the way to avoid license revocation is to prolong proceedings until the commission loses its will to litigate further."

A. William Reynolds, chairman and chief executive officer of GenCorp, RKO's parent company, said the action "marks a giant step toward a constructive resolution of 23 years of litigation involving RKO licenses."

The commission also:

- Launched an investigation

into the station application process focusing on up to 100 radio and TV license applications in 73 media markets that may have been filed on behalf of Dr. Bernard Boozer, who had been found not qualified to be a licensee.

Following that decision, Dr. Boozer "appears to have begun filing applications using pseudonyms and the names of various friends and relatives," the commission said.

FCC Chairman Dennis Patrick said, "The FCC will not tolerate the filing of competing applications filed in bad faith for the purpose of securing settlements, rather than the good faith pursuit of the license."

- Took steps to bolster radio. Among those, the commission proposed allowing Class A FM radio stations to increase their maximum power from 3,000 watts to 6,000 watts.

It also proposed creating a new class of FM stations, called C3, that would have a maximum effective radiated power limit of 25 kilowatts and an antenna height limit of 100 meters. It also made technical proposals to reduce interference to AM radio. #

Syndicated series ready for fall despite strike

(Continued from Page 3)

least until midseason because of the strike.

"It was the kind of a show that really had to be written," said Dick Gold, president of Casablanca IV. "We couldn't find a way around it."

He said he had cleared about 48 percent of the country before calling off negotiations in New York and Los Angeles when he realized the launch would have to be postponed. That came as a blow to Casablanca, since it was the company's only new fall product and one that might have benefited from the current popularity of crime-related shows.

Another series, "Monsters," a weekly half-hour horror program set to be produced by Tribune Entertainment in association with Laurel Entertainment, might have to be postponed until January, according to a source.

An earlier casualty was "Tiko: Pride of the Rockies," a half-hour action series planned by ITC Entertainment Group. That series might be rolled out for midseason, the syndicator says.

Meanwhile, the distributors of five other new major scripted series said their projects are still on course, but some aren't saying how.

Those series are Paramount Domestic Television's "War of the Worlds," currently in production in Canada; Lorimar Syndication's new "Family Medical Center" and "Freddy's Nightmares"; MCA TV Enterprises' "The Munsters Today," which has 14 episodes in the can; and MGM/UA Telecommunications' "Twilight Zone," with more than 15 scripts done.

"We had scripts prepared before the strike," Dick Cignarelli, MGM/UA Telecommunications' executive vice president of domestic syndication, said of the 30-episode "Twilight Zone" package.

Paramount and Lorimar officials won't comment on how their shows are being produced.

Shelly Schwab, president of MCA TV Enterprises, said the "Munsters" scripts were written before the strike. He echoed the sentiments of several other syndicators interviewed last week when he said that the strike's impact on the networks may translate into better numbers for new syndicated series this fall.

"A lot of the new first-run fare might be running against reruns," he said. "Stations might be willing to promote them more heavily."

Wayne Lepoff, president of Genesis Entertainment, said, "I'm hoping for additional promotion for our shows."

New first-run syndicated series for fall

The following is a list of 39 major new first-run syndicated series that are scheduled to premiere in September or October. Only series offerings that are completely first-run or have a majority of first-run product have been included. Clearance figures and information on sales terms were provided by the distributors and include deals signed and announced through July 20. Some series could drop out at a later date. —William Mahoney

Title	Distributor	Format	Terms	Clearance (stations/coverage)	Premiere
Body by Jake	Samuel Goldwyn Television	weekly half-hour health/fitness	barter	70/75%	Oct. 3
Colors of Success	M.K. Thomas & Co.	sitcom	barter	61/64%	Sept. 12
C.O.P.S.	Claster Television	animated half-hour strip	barter	102/90%	Sept. 19
Denver, the Last Dinosaur	World Events Productions	weekly animated half-hour	barter	120/80%	Sept. 24
Dick Clark's Golden Greats	TeleTrib	weekly half-hour	barter	90/80%	Oct. 7
Dr. Fad Show	Fox/Lorber Associates	weekly children's game show	barter	69/70%	Sept. 19
Family Feud	LBS Communications	game show	cash-plus-barter	122/83%	Sept. 19
Family Medical Center	Lorimar Syndication	half-hour strip	cash-plus-barter	105/78%	Sept. 12
Freddy's Nightmares	Lorimar Syndication	weekly hour-long drama	barter	137/88%	Sept. 30
Fun House	Lorimar Syndication	live-action children's game show	barter	113/83%	Sept. 5
Gong Show	Barris Industries	game show	cash-plus-barter	116/81%	Sept. 12
Great Escape	Genesis Entertainment	weekly half-hour travel	barter	75/60%	Sept. 17
Group One Medical	MGM/UA Telecommunications	half-hour reality-based strip	cash-plus-barter	98/78%	Oct. 3
Improv Tonight	Peregrine Film Distribution	half-hour strip	barter	65/60%	Oct. 3
Latin Connection	All American Television	weekly hour, variety	barter	45/50%	Oct. 7
Liddy	All American Television	hour-long talk/confrontational strip	cash-plus-barter	70/67%	N/A
Life's Most Embarrassing Moments	Group W Productions	weekly half-hour	barter	102/79%	Sept. 24
Live With Regis and Kathie Lee	Buena Vista Television	hour-long talk show	cash-plus-barter	125/80%	Sept. 5
Marvel Action Universe	New World Distribution	90-minute animation block	barter	80/70%	Oct. 1
Monsters	TeleTrib	weekly half-hour horror	barter	125/90%	n/a
Munsters Today	MCA TV Enterprises	sitcom	barter	110/83%	Oct. 3
My Secret Identity	MCA TV Enterprises	action-sitcom	barter	101/80%	Oct. 3
New Liar's Club	Four Star International	game show	barter	71/65%	Oct. 1
On Trial	Republic Pictures	half-hour reality-based strip	cash-plus-barter	84/78%	Sept. 12
Public People/Private Lives	Orbis Communications	hour-long weekly interview	barter	130/81%	Oct. 1
Relatively Speaking	Select Media Communications	game show	barter	94/77%	Oct. 3
Sally Jessy Raphael	Multimedia Entertainment	new hour-long version	cash-plus-barter	50/NA	September
Snorks	Worldvision Enterprises	half-hour animated strip	barter	75/71%	Sept. 12
Starting From Scratch	Worldvision Enterprises	sitcom	barter	102/90%	Sept. 26
Superboy	Viacom Enterprises	half-hour weekly live-action	barter	141/86%	Oct. 3
Sweethearts	Multimedia Entertainment	game show	cash-plus-barter	95/73%	Sept. 21
Teenage Mutant Ninja Turtles	Group W Productions	weekly animated half-hour	barter	115/86%	Oct. 1
Triple Threat	TeleTrib	game show	barter	80/80%	Oct. 7
Twilight Zone	MGM/UA Telecommunications	half-hour drama	barter	136/89%	Oct. 19
USA Today: The Television Show	GTG Entertainment	half-hour news and information strip	barter	150/91%	Sept. 12
War of the Worlds	Paramount Television	hour-long drama	barter	190/97%	Oct. 7
Wipeout	Paramount Television	game show	cash-plus-barter	112/75%	Sept. 12
World Class Women	Select Media Communications	weekly half-hour	barter	58/50%	N/A
Yogi Bear Show	Worldvision Enterprises	half-hour animated strip	barter	90/86%	Sept. 12

Paul Siegal, president of LBS Entertainment, predicted that "access programs will be promoted much more" because network affiliates will want to take advantage of the original fare as a lead-in to what is expected to be more rerun programming than usual. "(The new first-run) syndicated shows are going to get better ratings against reruns, if that's the case," he said.

Mitch Gutkowski, president of Select Media Communications, said he has seen a recent surge of clearances for the company's new "Relatively Speaking" game show, and he added that the strike may have played a role.

Meanwhile, at least six other new first-run series that were being actively sold last week still fell short of the 70 percent clearance mark needed to support national barter advertising.

They were All American Televi-

sion's confrontational talk show, "Liddy" (67 percent clearance); Select Media Communications' sports series, "World Class Women" (50 percent); M.K. Thomas & Co.'s sitcom, "Colors of Success" (64 percent); Four Star International's game show, "New Liar's Club" (65 percent); Peregrine Film Distribution's late-night strip, "Improv Tonight" (60 percent); and Genesis Entertainment's travel magazine, "Great Escape" (60 percent).

"If we took all the offers right now, we'd be at 72 percent," said Genesis' Mr. Lepoff about "Great Escape."

Regarding the fate of "Liddy," George Back, president of All American Television, said: "The decision is going to have to be made very, very soon." But he added that he's been encouraged by the performance of "The Morton Downey Jr. Show" from MCA.

"I think that 'Downey's' ratings prove that the talk/confrontational genre can work," he said.

MCA's Mr. Schwab went a step further by saying that "Liddy" is riding on the coattails of "Morton Downey's" success and probably wouldn't have gained so many clearances otherwise.

Last week, All American Television gave the green light to its new syndicated variety show, "The Latin Connection," even though it has been sold to only 45 stations covering 50 percent of U.S. TV homes.

Michelle K. Thomas, president of the Chicago-based syndication company M.K. Thomas & Co., is confident that "The Colors of Success," a sitcom starring Little Richard and Ted Lange, will get on the air.

"We've got a lot of negotiations going on," she said.

Two weeks ago, low clearances forced Blair Entertainment to pull

"Candid Camera," which had only 25 stations signed on reaching 35 percent of the country.

In related syndication news, Bruce Johanson, vice president of international sales and West Coast programming for Multimedia Entertainment, said at least 50 stations have committed to the syndicator's expanded hour-long version of the "Sally Jessy Raphael" talk show. The complete lineup for both the half-hour and one-hour versions of the show includes 119 stations reaching 76 percent of the country.

Also, LBS's Mr. Siegal said he is encouraged by the performance of the network version of "Family Feud," which bowed on July 4 ahead of the syndicated version's fall debut.

He added that he has obtained 40 percent clearance for "Police Academy: The Animated Series," which will premiere in fall 1989. #

ABC to consider reforms to improve financial returns

(Continued from Page 4)

iates recently requested that the network minimize on-air clutter—including the number of 15-second spots aired—so as not to drive away viewers.

"Fifteen-second spots were introduced at half the cost of 30s—a major mistake which, by our own estimates, had the same effect as adding about 7 percent more inventory to national advertising time," he said. "It depresses prices. It had a major negative impact on daytime . . . and on national spots at the station level, and it has negatively affected the whole selling psychology of stations and networks."

But some of the other options Mr. Bortz has offered for network-affiliate consideration, which are not specifically mentioned or detailed in his report, would mean far more dramatic change.

The network and affiliates together will begin exploring more thoroughly this fall a possible restructuring of compensation which, under one scenario, could provide

increased cash compensation to stations as an incentive to clear poorly rated shows.

The network could opt to provide little or no compensation for clearing hit shows, from which everyone reaps huge ad revenues, sources say.

In a more complex scheme than currently exists, compensation might be tied to specific program performance rather than to a station's overall clearance of hours. Compensation still would be tied to market size as well.

The network also may consider offsetting any overall reductions in cash compensation with increased ad inventory to stations in dayparts in which local ad demand is high, Mr. Bortz told ELECTRONIC MEDIA last week.

"What they could seek is a rebalance of local and national time in various dayparts that would prove profitable to all concerned," he said.

Another possibility sure to be considered concerns sporting events such as Major League Baseball and the Olympic Games.

Under one scenario, affiliates would receive little or no network compensation but, instead, would help share the upfront risk.

Another proposal calls for the network to relinquish to stations an hour of difficult-to-clear time, perhaps in the mornings, in exchange for recapturing another hour in another daypart, such as late-night.

Or, perhaps the network would consider giving back to stations an hour of weekend sports time that they could program locally.

In his report, Mr. Bortz has suggested that networks and major station group owners jointly invest in better marketing the value of TV to advertisers to maximize pricing—something ABC and its stations will begin working on over the course of the next year.

He also has suggested that Cap Cities/ABC enhance its sales by selling more packages of time to advertisers that involve not just the TV network and local TV stations, but radio time and ad space in the newspapers it owns.

On a more philosophical level, Mr. Bortz has suggested that Cap Cities/ABC steer

clear of the inexpensively produced programming that generally has become a hallmark of cable, and to work to reverse impressions that the commercial networks are experiencing difficult times.

"There's been so much nay-saying and hand wringing in this industry. What affiliate broadcasters need now is positive leadership from the networks—not defensive, cautious comments on tough times," Mr. Bortz said in the report. "You must look to the leadership of major (station) groups and persuade them that short-term cash flow maximization is the wrong road."

Mr. Bortz added, "The biggest challenge for ABC and its affiliates will be to go from the words in my report to some real changes. I think we're past the point of initial confrontation between the networks and their affiliates on the subject of the need for any change at all."

"Now that all three networks have changed hands, I think there is more receptivity to reappraisal by all concerned." #

Many covered convention, but few watched

(Continued from Page 1)

"I would be very happy if my network paid no attention to it at all," he said. "It attracted only a thimbleful of viewers, and that's not broadcasting."

These factors, combined with the high cost of coverage, are forcing all three networks to re-evaluate future plans for convention coverage.

Some cutbacks, especially at the local station level, may be evident even as early as mid-August, when the Republicans convene in New Orleans to nominate George Bush.

Network executives warn, however, that they have to avoid appearing to favor one party with more coverage than the other.

For example, Howard Stringer, now CBS News president and soon to be head of the CBS/Broadcast Group, says CBS has no plans to cut back GOP convention coverage next month.

He also distanced himself from Mr. Arledge's remarks, widely reported last week, calling for a major overhaul of convention coverage.

"I'm not sure I share the feeling if that means we walk away from it," said Mr. Stringer. "If we weren't here, it would send a terrible signal to our viewers."

Yet even Mr. Stringer conceded that the networks will be re-evaluating how many resources they'll need to get the job done in the future.

Many media executives say changes may be evident by 1992, when some kind of pool reporting or other dramatic shift in network coverage could come into play.

At a press conference Thursday morning, Messrs. Stringer, Rather and Cronkite all blamed the low convention ratings on the way the Democrats stage-managed every facet of the event.

"I think the public sees through it," says Mr. Rather. "I don't think you're fooling anybody."

Another factor weighing on the networks' decision is the growing number of cable networks and regional/local networks that combined to offer large-scale coverage

of the convention.

CNN, for one, doubled its usual summer prime-time audience last Tuesday for its coverage of Rev. Jackson's speech, earning a 2.3 rating (percentage of TV homes), compared to the 1.1 it averaged in June.

"I wouldn't be surprised (to see the networks cut back) because now there are CNN and C-SPAN who do gavel-to-gavel coverage for the real political junkie," said Andy Cassells, Washington bureau chief for Cox Broadcasting, which owns five network-affiliated TV stations.

Even those reporters in attendance here often made disparaging remarks about the sheer number of correspondents covering the convention—roughly 13,500, including 5,000 broadcasters.

With virtually no story to cover, attention often turned to complaining about the limited facilities offered by the Omni Center.

Particularly upset were those who paid up to \$30,000 for a sky box in the arena and found their views of the convention floor blocked by the facilities of others.

So cramped was the hall, which could only accommodate slightly more than 10,000, that many broadcasters—and delegates—were locked out by the Atlanta fire marshal every night except Monday because of overcrowding.

Many of those broadcasters had to scramble for alternative facilities for their planned live feeds back home that evening.

"Maybe they would have all gotten in, but there was no way of knowing that," said Marcy McGinnis, senior producer for CBS's NewsNet.

"We were bitching about the Moscone Center being small," said Rick Snyder, director of convention services for Potomac Communications, of the convention hall the Democrats booked in San Francisco in 1984. "You could fit two Omnis in the Moscone Center."

Cox Broadcasting's Mr. Cassells said: "A building like the Omni should never be picked again, if they want TV coverage."



DNC ratings in the top 3 markets

	Monday	Tuesday	Wednesday
National			
Independent	23.3/42	19.6/36	21.0/39
Affiliate	17.5/31	21.3/39	19.6/36
New York			
Independent	26.4/46	20.0/35	22.7/38
Affiliate	16.3/28	23.2/41	20.1/34
Los Angeles			
Independent	26.4/49	26.8/47	21.3/50
Affiliate	18.7/35	22.2/39	19.9/38
Chicago			
Independent	27.7/47	19.2/37	24.6/46
Affiliate	20.4/35	22.5/41	19.5/35

Source: A.C. Nielsen Co. Based on average overnights from 9-11 p.m. in New York; 6-8 p.m. in Los Angeles; and 8-10 p.m. for affiliates and 7-10 p.m. for independents in Chicago.

Three-network average rating/share for DNC coverage

1988	6.9/13*
1984	7.7/15
1980	9.0/18
1976	9.2/20
1972	6.7/22
1968	12.9/28
1964	9.3/na

A.C. Nielsen Co. *Three-day average

Some network executives say they will have to re-evaluate the way they cover political party conventions.

Meanwhile, Terry O'Reilly, news director for Group W's Newsfeed Network, said he hoped that the Democratic National Committee will be more receptive to considering the needs of broadcasters the next time around.

"We'd love to offer advice about what we plan to do and the resources we'll need to accommodate those needs," Mr. O'Reilly said.

Yet there are those who predict that broadcasters will continue mega-coverage of the conventions,

even if there is a lack of news, because convention coverage has become more of a marketing tool than a form of journalism.

"They come to show the flag, showcase their talent and, in some cases, because of competitive reasons," said Don Dunphy Jr., the ABC News vice president who oversees the network's NewsOne operation, which provides transmission facilities for 37 of its affiliates.

Added Jim Richter, managing editor of Conus Communications:

"It's become an event that you expect a good news station to be at, whether or not there's a lot of news."

And Allen Neuharth, chairman of the Gannett Co., which had 29½ news people here for both its newspaper and broadcast properties, said he didn't expect local station coverage to taper off.

"I don't see any end to it," Mr. Neuharth said. "And that's a great thing for viewers, as far as I'm concerned."#

Phone companies pleased with FCC proposals

(Continued from Page 1)

more competition and providing more services for consumers.

But Jim Mooney, president of the National Cable Television Association, said in a prepared statement that the association will fight any

changes to a current law barring telephone companies from offering cable TV in their service areas.

"For the telcos to keep their telephone monopolies, but at the same time be freed to enter the cable business within their telephone ser-

vice areas, would be an invitation to predatory behavior not seen in this country since the days of the robber barons," Mr. Mooney said.

Most, if not all, of the FCC's proposed rules changes would have to be made by Congress, which could become a battleground between telephone and cable forces.

Specifically, the FCC tentatively concluded that the telephone company-cable TV restrictions should be relaxed, provided that there are certain safeguards in place to prevent possible anti-competitive behavior by the telephone companies.

Barring telephone companies from cross-subsidizing their services was mentioned as one of those safeguards.

Under the Cable Communications Policy Act of 1984, telephone companies are barred from offering cable TV service in their service areas. However, the agency may grant waivers to the restrictions for "good cause."

The commission proposed defining "good cause" as a situation involving a telephone company that has installed a fiber-optic system capable of delivering telephone service and multiple video signals and that can be interconnected with independent video providers.

Also, the commission proposed allowing telephone companies to own a portion of a cable system, so long as it does not constitute a control-

ling interest.

An FCC ruling in 1970 also bars telephone companies from offering cable TV in their service areas. However, the commission said last week that because the cable industry has become "financially successful" since 1970, the need to retain the prohibition is lessened.

Relaxing the cable-telephone company cross-ownership ban could spur the provision to consumers of high-definition TV, videotex, home shopping and video phones, as well as extend cable TV service to unserved areas, the commission said.

The FCC will seek additional comments on the matter before making its recommendations to Congress later this year.

Bob Thomson, vice president, government affairs at Tele-Communications Inc., said the commission's action "takes the issue of cable concentration off the table. You can't propose limiting the size of cable companies while allowing profit-guaranteed companies eight times our size to compete with us."

If telephone companies were permitted to provide cable TV within their service areas, he said, "It would take an agency as large as the Department of Defense to police cross-subsidization," referring to the use of revenue generated from telephone calls to subsidize cable service.

Likewise, Andy Holdgate, vice

president of public affairs at Storer Communications, said the multiple system operator is mainly concerned about possible cross-subsidization by the telephone companies.

"The deep pockets of a utility, were cross-subsidization to occur, would enable it to outlast the smaller operators which may have less financial resources at their disposal," Mr. Holdgate said.

But Mark Weber, senior vice president of operations at Sammons Communications, said it would be years before cable operators might face competition from telephone companies.

"I'm not sure we have anything to fear," Mr. Weber said. "It would be like we're saying that we're afraid of competition."

Larry Ware, general manager of the Garden Valley Telephone Co. in Erskine, Minn., said his company already provides cable TV to more than 1,000 households by taking advantage of an exemption under the law allowing telephone companies to offer such service in rural areas. Mr. Ware says cable operators shouldn't feel threatened by the commission's action.

"If (cable operators) are doing their job, offering good service at reasonable rates, they don't have anything to fear," Mr. Ware said. "In markets where they don't offer service, they have no grounds for complaint."#

AT PRESS TIME CONTINUED

The specials are being sold as a package.

● **PROVIDENCE, R.I.**—The management of the **Outlet Communications** station group and their Wesray Capital partners were slated to negotiate through the weekend to resolve a struggle for control of the company, sources said. Each side is trying to buy out the other's shares. They were hoping to resolve the matter before Outlet's shareholders meeting on Thursday.

● **NEW YORK**—Polaroid Corp. is expected to fight a \$40-per-share buyout offer, valued at \$2.3 billion, from Roy Disney, Walt Disney's nephew and head of **Shamrock Holdings**, which owns three TV stations, 15 radio stations and 3 percent of The Walt Disney Co.

● **NEW YORK**—"The CBS Evening News" will be **available live in Britain** beginning in August 1989 on a direct broadcast channel set for launch by British Satellite Broadcasting, CBS reported Thursday.

● **WASHINGTON**—ABC, CBS and NBC all asked the FCC on Thursday to deny Fox Broadcasting Co.'s request for assurances that it won't be subjected to the **agency network restrictions**.

● **NEW YORK**—ABC Sports is planning to carry the **first televised pictures of Wrigley Field under the lights** tonight as the Chicago Cubs conduct their first night practice at the historic ballpark. Shots of the practice will air during "Monday Night Baseball."#

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