WASHINGTON—Think of Uncle Sam and you’re likely to think of a World War II recruiting poster or perhaps an ad for the U.S. Postal Service or even the dreaded Internal Revenue Service. Less likely to come to mind is the image of a broadcast network executive.

Yet the red, white and blue-clad symbol of the government of the United States belongs just as much alongside the gray-flannel likes of Tom Murphy, Larry Tisch and Bob Wright as it does on a post office billboard.

Uncle Sam you see, is up to his whiskers in broadcasting as operator of an international television and radio network. There’s no denying that the Pentagon-operated network, called the Armed Forces Radio and Television Service or AFRTS, is neither as well-known nor as succinctly abbreviated as Mr. Murphy’s ABC, Mr. Tisch’s CBS and Mr. Wright’s NBC. But with regular viewers and listeners in more than 70 countries and a place in the memories of countless GIs who have served overseas, AFRTS is no minor league operation.

With more than a little support from the U.S. television (Continued on Page 16)
Introducing
The Challengers
The First Late-Breaking
Game Show.
Premiering Fall 1990, THE CHALLENGERS becomes TV's first topical game show with questions right out of today's top news stories.

52 Weeks of First-Run Programming
THE CHALLENGERS stays on top of current events, keeping the shows fresh and involving. And 52 weeks of programming means no repeats ever.

Innovative Approach to a Classic Q&A Format
THE CHALLENGERS features the proven appeal of a hard Q&A game show and more: timely questions, strategy, huge cash jackpots and a classy, contemporary style.

News Compatibility
Topicality gives THE CHALLENGERS the perfect flow for news adjacency. Its entertainment value and strong male appeal means it can dominate any daypart.

Long-Term Franchise
Take the longevity of a hard Q&A show, add the element of topicality and subtract the repeats of other game shows, and you've got a top programming value for years to come.

Hosted by Dick Clark
Dick Clark, the most popular game show host, brings audience appeal across all demographics.

Advertiser Friendly
THE CHALLENGERS features the immediacy of a reality program in an engaging, exciting format that advertisers will love.

Top Marketing Support
The backing of the entire Walt Disney Company is your assurance of unrivaled marketing and programming support for years to come.

Buena Vista Television
camelot
dick clark productions
in association with
Ron Greenberg Productions
Day 4 of spill, oil extends 40 miles

Prince William Sound

Day 4 of spill, oil extends 40 miles

THE SPILL
We can’t tell you the content of our new game show. It hasn’t happened yet.
Media stocks tumble

NEW YORK—Media stocks were swept up in Wall Street’s 189.96-point plunge of the Dow Jones industrial average on Friday. Paramount Communications dropped 7 1/4 points to 55 3/4 on the New York Stock Exchange, according to preliminary closing figures. Other losers: Time Inc. down 11 to 13 1/4; MCA down 6% to 62; Tribune Co. down 4% to 49 1/4; Viacom down 4% to 60 1/4; Warner Communications down 4% to 61 1/2; Walt Disney Co. down 7 1/4 to 122; General Electric down 3% to 54 3/8; Capital Cities/ABC down 16 to 52 6/8; CBS down 8% to 19 7/8; TBS’s class B stock down 2 1/2 to 51; and TCI down 1 1/4 to 18%. Most cable stocks were not hit hard. The plunge was blamed on the collapse of the UAL buyout.

Time in Swedish TV buy

CANNES, FRANCE—Time Warner Friday announced plans to take a one-third equity stake in (Continued on Page 44)

NBC jumps into MGM/UA fray

By DIANE MERMIGAS
Senior reporter

Though their earlier deal was called off last week, Qintex Group of Australia—with help from NBC—says its offer to buy MGM/UA Communications Co. remains on the table. However, at press time Friday, sources at both Qintex and MGM/UA said formal negotiations between the two companies hadn’t resumed. One of the prime forces that would drive the new negotiation is NBC parent General Electric Co.’s interest in taking an equity position in any Qintex buyout of MGM/UA.

That would make NBC the first U.S. broadcast network to assume a prominent role in acquiring and overseeing a major Hollywood producer and distributor. Kevin Wallace, executive vice president and chief financial officer at Qintex America, a subsidiary of Qintex Australia Ltd., said Qintex’s revised offer to acquire all of MGM/UA for $1.5 billion and its equity commitment from NBC “remain on the table, awaiting MGM/UA response.”

MGM/UA officials abruptly terminated Qintex’s acquisition agreement on Oct. 10 because the Australia-based entertainment company failed to deliver a $50 million letter of credit. True to the ongoing confusion that has characterized the on-again, off-again sale of MGM/UA, it was unclear at press time whether studio officials had reopened the bidding or were talking to other interested parties such as Rupert Murdoch’s News Corp., which has also been a serious contender for MGM/UA.

A spokesman for Mr. Murdoch said he was not currently negotiating to buy MGM/UA but didn’t preclude the possibility of a future bid. But industry experts said others are unlikely to come anywhere near the $25 per share that Qintex was willing to pay for MGM/UA.

U.S. quota gripes fall on deaf ears

By MARIANNE PASKOWSKI and LAURA MALT
ELECTRONIC MEDIA staff

CANNES, FRANCE—Delegates attending the opening days of MIPCOM appeared largely unfazed by the U.S. government’s attack last week on European Community television quotas.

Industry representatives from both sides of the Atlantic said they weren’t surprised by the move and expressed a certain amount of resignation upon hearing last week’s developments.

“There’s been a lot of overreaction; these rules are (Continued on Page 43)

Mopping up after Hugo

Broadcasters patch together operations

By DOUG HALONEN
Washington bureau chief

CHARLESTON, S.C.—Oct. 11 was a big day for Steve Brock, president and general manager of WCIV-TV, the NBC affiliate here. That was the day his telephone service was restored after being out for three weeks.

Since Sept. 21—when Hurricane Hugo swept through here with devastating fury, taking lives, knocking down buildings and trees and demolishing WCIV’s phone systems—Mr. Brock has been rebuilding the station as best (Continued on Page 42)
NEWS SUMMARY

Though their earlier deal was called off last week, Gintex Group of Australia—with some help from NBC—says its offer to buy MGM-UA Communications Co remains on the table. NBC and Gintex sources said formal negotiations had not resumed by press time. (Page 1)

At the opening days of MIPCOM, the sentiment of delegates from both sides of the Atlantic appeared to be that the U.S. government overreacted in its attack last week on European Community television quotas. (Page 1)

Television stations in Charleston, S.C., were hit hard by the recent onslaught of Hurricane Hugo, but they're starting to patch their operations back together. (Page 1)

World International Network, a consortium of broadcasters representing 166 countries, is launching a new project last week that will fund worldwide TV programming production in its partnership with New York ad agency NW Ayer. (Page 3)

Fox Television Stations was finalizing a deal to buy independent KSTU-TV in Salt Lake City at press International. Fox, owner of six in Canada in September 1990; and in Brazil in September Friday. (Page 3)

A likely departure of Jane Pauley from NBC's "Today" raised concerns with some NBC affiliates last week. Yet those affiliates tempered their worry that NBC News will help the show survive any ratings fallout. (Page 3)

After the Supreme Court refused to hear his appeal, broadcaster Charles Woods accepted defeat in his lawsuit against Capital Cities/ABC, which was leasing his Springfield, Mo., station's affiliation. The ABC affiliation was transferred to KSPR-TV, an independent station in the market. (Page 3)

A Los Angeles cable regulatory board will hear customer complaints against Century Southwest Cable Television Co. at a public meeting next Tuesday. (Page 4)

Producers Peter Guber and Jon Peters are taking preliminary steps to take charge of a Sony Corp.-owned Columbia Pictures Entertainment even though they still have contracts with Warner Communications. (Page 4)

NBC's TV residence on Chicago's lakefront is housing NBC-owned WLVT, a public TV station. Sources are speculating about whether NBC and corporate parent General Electric Co. will use an option to acquire a 30 percent equity interest, valued at about $50 million, in the building. (Page 4)

James Joyella was named president of the Television Bureau of Advertising last week, succeeding William Woll, who will leave to become vice president and general manager of WNBC-TV in New York. (Page 4)

A nine-month dispute between Germantown, Tenn., and Heritage Communications over the company's right to install cable in Germantown officials agreed not to revoke the cable company's franchise. (Page 4)

Television Program Enterprises this week begins selling "Preview," a new access strip personally produced by TPE Chairman Al Masini. (Page 4)

Leaders of the broadcasting industry last week vowed to fight children's TV that require broadcasters to offer educational shows for children. The measure was approved recently by the Senate Commerce Committee. (Page 14)

United Artists Entertainment Co. recently sold its cable systems it had bought from a German company—six stations each in Germany, East and West Germany and Austria, he said. (Page 14)

Alfred Communications Inc., a new distributor, is aiming to internationally syndicate several independent producers' long-form programs. The company said the first week made-for-television movies and mini-series, named Fred Haber to oversee its international operations. (Page 41)

A federal appeals court in Washington is slated to hear arguments today on the legality of the Federal Communications Commission's new syndicated exclusivity rules; parties with major stakes in the cable TV business are asking the court to throw out the regulations. (Page 1)

An article on Page 26 of the Sept. 18 issue incorrectly identified David Feingold. He is national editor for CNN. (Page 41)

Correction

An article on Page 26 of the Sept. 18 issue incorrectly identified David Feingold. He is national editor for CNN. (Page 41)

ABC's World Series
to put heat on NBC

By Thomas Tyner

LOS ANGELES—Facing stiff competition from ABC and NBC, Fox Television Stations is finalizing a deal to buy in-coverage, NBC officials say they are expecting ABC to break NBC's record 68-week ratings through Oct. 12. NBC led with a 15.3/26, ABC was next with a 14.0/24 and CBS trailed with a 11.8/22.

So far this season, none of the networks' new shows have shown much momentum. "Almost every year there's at least one or maybe two shows that show an enormous amount of promise—the kind of shows that you want to talk about afterward," said Los Angeles Times TV critic Howard Rosenberg, "and there's just nothing here."

"We're supposedly celebrating the 50th anniversary of American television and it's almost as if the medium's now in a midlife crisis," he said.

But prime-time programmers insist they'll have patience with a handful of struggling new series. CBS's Mr. LeMasters concedes "Snoopers, "Peacable Kingdom, "and "Time, Money, People Next Door" are being watched closely by the network. (Continued on Page 44)

WARREN LITTLEFIELD
"Oddly are heavily against us"

ABC will try to make up for NBC's World Series sweep with a 15.2 Nielsen Media Research rating (percentage of TV homes) and a 26 share (percentage of sets in use). A week earlier, NBC followed closely with a 14.4/25 and CBS placed third with 12.4/21.

"We're very much in the fall ratings race. "Almost every year there's at least one or maybe two shows that show an enormous amount of promise—the kind of shows that you want to talk about afterward," said Los Angeles Times TV critic Howard Rosenberg, "and there's just nothing here."

"We're supposedly celebrating the 50th anniversary of American television and it's almost as if the medium's now in a midlife crisis," he said.

But prime-time programmers insist they'll have patience with a handful of struggling new series. CBS's Mr. LeMasters concedes "Snoopers, "Peacable Kingdom, "and "Time, Money, People Next Door" are being watched closely by the network. (Continued on Page 44)

Fox sells 5 more countries on its 'Current Affair'

By Adam Buckman

Fox Television Stations' "Current Affair" last week was sold to broadcasting entities in five foreign countries, officials of Twentieth Century Fox Television said Friday. (Page 43)

The program has already been seen in the United Kingdom, West Germany, East Germany and Switzerland in January; in Canada in September 1990; and in Brazil in September 1991, Fox officials said. (Page 43)

In a related move, "Current Affair" will open its first overseas news bureau in London in early November. Executive Producer Gerald Stone said.

He said the two correspondents that will be based in London are focusing on syndicating "Current Affair's" London bureau will receive "logistical and technical" support from London-based Sky Channel, a TV news service owned by Rupert Murdoch's News Corp. or one of Fox Inc. (Page 43)

"Almost every year there's at least one or maybe two shows that show an enormous amount of promise—the kind of shows that you want to talk about afterward," said Los Angeles Times TV critic Howard Rosenberg, "and there's just nothing here."

"We're supposedly celebrating the 50th anniversary of American television and it's almost as if the medium's now in a midlife crisis," he said.

But prime-time programmers insist they'll have patience with a handful of struggling new series. CBS's Mr. LeMasters concedes "Snoopers, "Peacable Kingdom, "and "Time, Money, People Next Door" are being watched closely by the network. (Continued on Page 44)

CBS slices 'Pat Sajak' to one hour

By William Mahoney

Los Angeles bureau chief

LOS ANGELES—CBS will lop 30 minutes off "The Pat Sajak Show," transforming it into a hour-long "The CBS Late Movie," beginning Oct. 30, the network announced Friday.

"We have decided to shorten 'The Pat Sajak Show' to strengthen our 12:30 a.m. show," CBS entertainment President Kim Lambda said.

"On Fridays, CBS will air "The CBS Late Movie" on 30 minutes," he said. (Page 43)

"We're very much in the fall ratings race. "Almost every year there's at least one or maybe two shows that show an enormous amount of promise—the kind of shows that you want to talk about afterward," said Los Angeles Times TV critic Howard Rosenberg, "and there's just nothing here."

"We're supposedly celebrating the 50th anniversary of American television and it's almost as if the medium's now in a midlife crisis," he said.

But prime-time programmers insist they'll have patience with a handful of struggling new series. CBS's Mr. LeMasters concedes "Snoopers, "Peacable Kingdom, "and "Time, Money, People Next Door" are being watched closely by the network. (Continued on Page 44)
Broadcaster loses ABC affiliation suit

By LAURA MALT
Staff reporter

WASHINGTON—Broadcaster Charles Woods has lost a lawsuit against Capital Cities/ABC over his Springfield, Mo., station's loss of affiliation.

The U.S. Supreme Court on Oct. 4 refused to hear his appeal.

"I would never have bought that station if I'd known ABC was not going to live up to their end of the agreement," he said after the high court's decision.

ABC officials declined to comment on the order, which marks the court's final words on the dispute.

Mr. Woods agreed to buy Springfield's then-named KMTC-TV, an ABC affiliate, from Midland Television Corp. for $13 million.

ABC officials wrote a letter to Mr. Woods in February telling him that independent station KSPR-TV wanted the Springfield affiliation.

Mr. Woods and KSPR gave presentations to ABC's Affiliation Review Committee, and according to committee members, the KSPR presentation was "superb."

However, ABC officials later gave Mr. Woods the affiliation and told him they wouldn't consider changing that decision for the rest of the year.

Mr. Woods bargained down the price of the station to $5 million and closed the deal in July. He changed the call letters to KEDB-TV, named after his daughter, Deborah Corbett, now KEDB's general manager.

In April 1986, ABC switched the affiliation to KSPR, and Mr. Woods sued for fraud.

The jury found for Mr. Woods and awarded him $3.5 million, but Judge Russell Clark threw out the jury verdict.

"It is clear ABC had an absolute right to switch affiliates and to do so with six months' notice," Judge Clark wrote in his opinion.

"Plaintiff (Mr. Woods) was fully aware that the ABC affiliation was up for grabs," he said.

With appeals to higher courts now exhausted, Mr. Woods says he is "disappointed in our judicial system."

He said he injected about $2 million to improve the station and keep the network affiliation, and will take a $5 million to $7 million loss when he sells the station, which he now is trying to do.

"The question I have in my mind is: Was it worth the cost?", he said. "Decreased loyalty has permeated throughout the ABC affiliates. Questions come up at meetings—'If this happened to Charlie Woods, would it happen to us?'

"In addition to the Springfield station, he planned to sell KLKB-TV in Lubbock, Texas; KARD-TV in West Monroe, La.; and WTVY-TV in Dothan, Ala., his home town, and start buying stations in larger markets with the help of some equity partners.

Mr. Woods also owns several low-power TV and radio stations.

106-nation programing deal reached

By WILLIAM MAHONEY
Los Angeles bureau chief

BEVERLY HILLS, CALIF.—World International Network, a consortium of broadcasters representing 106 countries, unveiled a new project last week that will fund the production and distribution of TV programming worldwide.

The project, a partnership with The New York ad agency NW Ayer, has three major components:

• WIN, which was formed last year by former Hollywood studio executive Larry Gershman, has a slate of $85 million worth of made-for-TV movies and miniseries it's involved in producing.

• NW Ayer, the world's 15th-largest ad agency, with $1.3 billion in annual billings, brings the resources of such major advertisers as AT&T, General Motors Corp., Procter & Gamble Co., Citicorp and The Gillette Co., which will be able to get involved in sponsoring international projects from the development stage.

NW Ayer's local agencies in various countries will get first right to license shows, an offer to sponsors of WIN productions and will contribute a significant source of funding for production when it's needed.

• Fourteen major TV broadcasters from around the world that are members of WIN will contribute to production costs by paying an upfront license fee for the right to air the WIN/Ayer programs they choose.

Those 14 broadcasters together will acquire (Continued on Page 43)

Fox to buy its seventh TV station

By WILLIAM MAHONEY
Los Angeles bureau chief

LOS ANGELES—At press time, Fox Television Stations was finalizing a deal to buy independent KSTU-TV in Salt Lake City.

"It's pretty much a done deal," said Bob Kreek, president of Fox Television Stations, which has been involved in the negotiations that would allow it to own the station.

The station is currently owned by Farisgut Communications, and it is located in the 41st-largest market, with a 94 percent of the country covered.

Mr. Kreek said that Fox signed a lease to buy KSTU because it is a VHF outlet and because it is located in Salt Lake City, the 41st-largest market.

"I think Salt Lake City is a market that Fox can thrive in," Mr. Kreek said.

Two years ago, the station was converted from a UHF station to a VHF station.

Mr. Kreek said that Fox selected KSTU because it is a VHF outlet and because it is located in Salt Lake City, the 41st-largest market.

"I think Salt Lake City is a market that Fox can thrive in," Mr. Kreek said.

NBC affiliates uneasy about Pauley reports

By ADAM BUCKMAN
Staff reporter

New York—Some NBC affiliates last week expressed concern over the timing of the move by NBC News, Usual, Ms. Pauley, to join the morning show "Today".

Yet those affiliations tempered their concern with the confidence that the NBC News Network will help the show weather any fallout.

Though no official confirmation was made last week, The Washington Post reported that Ms. Pauley said she would like to leave "Today" by the end of the year but remain with NBC.

"Of course we're concerned about it," said John Howard III, vice president and general manager of WPIX-TV in Pittsburgh. "Change is inevitable, but it needs to be managed carefully."

"In this market, 'Today' wins the time period consistently in a very significant way, so it's very meaningful for us," says C.E. (Pep) Cooney, president and general manager of NBC stations in Phoenix.

Howard, despite the show's importance, Mr. Cooney said he isn't very concerned by what Ms. Pauley reads on the show. He said he has contained accounts of increases in the number of viewers.

He added, "We're probably more concerned about what she does in the morning than what she does on 'Today'."

Ms. Pauley, 38, has a contract with NBC News that expires in two years.

She told The Washington Post that if she does leave "Today," she would still like to come back to the show now and then in the future.

In response to the Washington Post story, NBC issued a statement saying Ms. Pauley is "very happy at NBC and that her future role is currently under discussion."

"Conversations about specifics are continuing now and we expect announcing our mutual plans shortly," said Peggy Hubbard, NBC News' director of media relations.

Ms. Pauley, Mr. Ebersol and "Today" Executive Producer Marty Ross recently announced they will leave NBC.

For the week of Oct. 5, "Today" had a 4.3 rating (percentage of TV households) with a 21 share (percentage of sets in use), according to Nielsen Media Research.

ше	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	ш	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श	श
tv in Pittsburgh. "Change is inevitable, but it needs to be managed carefully."

"In this market, 'Today' wins the time period consistently in a very significant way, so it's very meaningful for us," says C.E. (Pep) Cooney, president and general manager of NBC stations in Phoenix.

Howard, despite the show's importance, Mr. Cooney said he isn't very concerned by what Ms. Pauley reads on the show. He said he has contained accounts of increases in the number of viewers.

He added, "We're probably more concerned about what she does in the morning than what she does on 'Today'."

Ms. Pauley, 38, has a contract with NBC News that expires in two years.

She told The Washington Post that if she does leave "Today," she would still like to come back to the show now and then in the future.

In response to the Washington Post story, NBC issued a statement saying Ms. Pauley is "very happy at NBC and that her future role is currently under discussion."

"Conversations about specifics are continuing now and we expect announcing our mutual plans shortly," said Peggy Hubbard, NBC News' director of media relations.

Ms. Pauley, Mr. Ebersol and "Today" Executive Producer Marty Ross recently announced they will leave NBC.

For the week of Oct. 5, "Today" had a 4.3 rating (percentage of TV households) with a 21 share (percentage of sets in use), according to Nielsen Media Research.

JANE PAULEY
Los Angeles to hear cable complaints

By THOMAS TYRER
Staff reporter

LOS ANGELES—The regulatory board that oversees Los Angeles' cable franchises has called the city's second-largest cable operator, Century Southwest Video Television Co., on the carpet because of mounting customer complaints.

Heritage dispute in Tenn. ends

By SUSAN A. THORP
Special to ELECTRONIC MEDIA

MEMPHIS, TENN.—A nine-month dispute between Germantown, Tenn., and Heritage Communications, holder of the city's cable franchise, ended last week with Germantown officials agreeing not to revoke the company's franchise.

As a result, Heritage will add four new stations to its 52-channel lineup: SportsChannel Americas, SCORE, Nostalgia Channel and University of Tennessee sports programming.

The dispute began in January when Heritage dropped superstation WWOR-TV from its lineup and replaced it with Turner Network Television without notifying officials of Germantown, an upscale Memphis suburb.

When Heritage refused to reinstate WWOR, Germantown officials cashed a $50,000 letter of credit from Heritage for non-performance and drafted a resolution to revoke the company's franchise.

Under last week's settlement, Germantown agreed to return the letter of credit. In addition, the city agreed to pay Heritage $5,000 to $10,000 a day, depending on the facilities worked at CBS for 20 years.

Radio personality Jonathon Brandmeier. Production staff at NBC's new Chicago residence houses the company after hear -ing from the public on system blackouts, abusive staff and other consumer irritants.

"The purpose of the hearing is to provide con-structive instruction to the company after hear-ing from the public on how they can better ser-vice their (the public's) needs," said Susan Her-man, general manager of the city's department of telecommunications.

"If they (Century officials) then fail to come into compliance with their franchise, and if they fail to take con-structive action, then the city will have to review its options, which include revocation," she added.

City records show that 448 Century subscribers called to complain about service during the first six months of this year, more complaints than were made about Equitable, the fray's 13 other systems.

While stressing that the city has not begun formal revocation proceedings, Ms. Herman says she has sent more than 32 letters to Century citing alleged franchise violations.

Century officials con-tended the mounting customer complaints have been unfairly criticized.

NBC's new Chicago home has room for more projects

By DIANE MERMIGAS
Senior reporter

The NBC peacock has a new place to roost in the Windy City.

It's a flashy, 38-story high-rise on Chicago's fash-ionable northern lake front, the new home of NBC-owned WMAQ-TV and a TV production center.

NBC and its corporate parent, General Electric Co., have an option to acquire a percentage of the building, valued at about $50 million, in the building.

However, sources close to the situation say GE is con-sidering selling that equity interest to another party—perhaps for as much as $70 million—and then leasing back six floors of space.

A decision could be made within the next month, sources say.

In the meantime, however, NBC spent just under half a million dollars earlier this month to move network and station equipment, as well as 300 full-time employees, from their longtime anchor, NBC's Merchandise Mart.

WMAQ-TV immediately began broadcasting its local news from an expansive and sophisticated working newroom.

But the real showcases of the new, 30-story building centered around Chicago radio personality Jonathan Brandmeier. Production is expected to begin in mid-November.

The NBC acquisition is expected to lease for about $5,000 to $10,000 a day, depending on the facilities needed.

NBC-owned WMAQ-TV such as "Nightly News With Tom Brokaw" broadcast on Oct. 23, and the local Emmy Awards telecast Oct. 27.

Moderator and general manager of the company after hearing from the public on system blackouts, abusive staff and other consumer irritants.

"The purpose of the hearing is to provide constructive instruction to the company after hearing from the public on how they can better service their (the public's) needs," said Susan Herman, general manager of the city's department of telecommunications.

"If they (Century officials) then fail to come into compliance with their franchise, and if they fail to take constructive action, then the city will have to review its options, which include revocation," she added.

City records show that 448 Century subscribers called to complain about service during the first six months of this year, more complaints than were made about Equitable, the franchise's 13 other systems.

While stressing that the city has not begun formal revocation proceedings, Ms. Herman says she has sent more than 32 letters to Century citing alleged franchise violations.

Century officials countered that mounting customer complaints have been unfairly criticized.

Joyella named TvB chief

By ADAM BUCKMAN
Staff reporter

New York—James Joyella has been named president of the Television Bureau of Advertising last week.

Mr. Joyella, who has been senior vice president of Turner Communications for TVB since April 1988, succeeds TVB President William L. Moll, who will soon leave the association to become vice president and general manager of NBC-owned WNBC-TV here.

At a party with more than 11 NBC executives and TVB headquarters here, Mr. Moll said he had recommended Mr. Joyella as his successor and that a search executive committee had approved Mr. Joyella's appointment unanimously.

"In my mind, there was no doubt that Jim was the man who had to be successor," Mr. Moll said.

TVB board member Peter Ryan, executive director.

NBC's new Chicago residence houses WMAQ-TV and a TV production center.

Guber, Peters prepare for reign at Columbia

By DIANE MERMIGAS
Senior reporter

Producers Peter Guber and Jon Peters are taking the preliminary steps to take charge of a Sony Corp.-owned Columbia Pictures Entertainment even though their contractual arrangement with the studio remains in limbo.

Columbia has not yet agreed to pay $6 billion.

As a result, Sony said it will waive its right to call off the acquisition of Guber-Peters Entertainment for $200 million if the producers fail to alter or terminate their Warner contracts.

Sony's tender offer for Guber-Peters expires Nov. 6.

Industry sources say the announcement signals that Sony is prepared to move ahead with its acquisition of Columbia and make Mr. Guber the operational head of the studio regardless of Warner's actions.

Meanwhile, Sony says it expects to complete its acquisition of Columbia and Guber-Peters by year's end.

One source indicated that Sony feels confident enough after reviewing the pending Warner contracts with Warner that it's prepared to engage in a court fight to hire them.

"We don't think there is anything in their (Merrill, Guber and Peters) agreement with Warner that needs to be met for them to come work for us or for us to acquire their company," said Michael Schuldof, vice chairman of Sony Corp.
A UNIQUE NEW MONDAY-FRIDAY HALF HOUR TELEVISION SHOW LIVE DAILY FOR FALL 1990!

PREVIEW
the best of the new

TOMORROW’S ATTRACTIONS TODAY
THE FIRST LOOK AND THE LAST WORD FOR THE INTRIGUING WORLDS OF
- MOVIES - TELEVISION - MUSIC - LIVING - FASHION
- BREAKTHRU - CELEBRITY NEWS
The most important, exciting reality series in years, filling a niche for the basic human need to know and know first. The time is ripe for Preview, created and produced by Al Masini and TPE—the team responsible for the most successful long-running shows in the history of syndication.

An amazing record since an average of only 1 syndicated show out of 100 at NATPE gets on and lasts 5 years or more!

Songwriters' Hall of Fame 20th Anniversary special, "THE MAGIC OF MUSIC" for CBS, drew unanimous critical praise and an "A" rating from People Magazine. The most recent example of Al Masini's policy of personal, hands-on supervision.
The PREVIEW Team

An unparalleled team of well-known experts revealing the best of the new from all over the world!

MOVIES
DANA HERSEY
NATIONALLY RECOGNIZED MOVIE COMMENTATOR FOR SUPERSTATION WSBK-TV, BOSTON

TELEVISION
MELODY ANDERSON
EXCITING ACTRESS FEATURED ON ST. ELSEWHERE, DALLAS AND HOTEL MAJOR ROLES IN TV AND FEATURE FILMS

MUSIC
MARI LYNN McDOO
HOST OF SOLID GOLD, INTERNATIONALLY KNOWN SINGER AND ORIGINAL MEMBER OF "THE FIFTH DIMENSION"

LIVING
ROBIN LEACH
WORLD RENOWNED CELEBRITY INTERVIEWER AND LIFESTYLES EXPERT

FASHION
CAROL ALT
ONE OF THE NATION'S BEST KNOWN, MOST PUBLICIZED SUPERSTAR MODELS

BREAKTHRU
RICK SMITH
ATTORNEY AND POPULAR HOST OF PM MAGAZINE

CELEBRITY NEWS
RONA ELLIOT
REGULAR CELEBRITY CORRESPONDENT FOR NBC'S TODAY SHOW

VOICE OF PREVIEW LES MARSHAK
VOICE OF NBC SPORTS AND MANY NETWORK SPECIALS INCLUDING THE TONY AWARDS

Plus
PREVIEW
the next seven days

While PREVIEW—THE BEST OF THE NEW, the Monday-Friday half hour, reveals stories as soon as they are discovered, PREVIEW—THE NEXT SEVEN DAYS is a one-hour weekend video calendar focusing on the next week's attractions.

A MUST VIEW—A MUST BUY FOR 1990!

Don't miss out on Preview—the viewers won't! Clearly the most unique, timely, refreshing, positive, advertiser-friendly access strip. It stands out dramatically amidst the glut and sameness of game shows and the copycat sensationalism of most reality strips and talk shows.

Call TPE today—you must move now for a program franchise that can last forever! Preview is about tomorrow and tomorrow is forever!

TELEVISION PROGRAM ENTERPRISES
a division of TeleRep, Inc.
875 Third Avenue, New York, NY 10022
Tel.: 212-750-9190
Adding up Warner’s Rochester deal

How much did Warner Bros. Domestic Television Distribution actually make from its controversial deal with American Television & Communications Corp.'s Greater Rochester Cablevision in Rochester, N.Y.? Warner sold such shows as "ALF" and "Perfect Strangers" to WGR-C, the Rochester cable channel that’s programming itself like an independent station, but one Warner executive said it didn’t involve a lot of money, relatively speaking. The Warner official estimates the whole deal, including rights to some first-run fare, earned the company $900,000 to $1 million.

Meanwhile, broadcasters complaining about what the Rochester channel is doing have drawn the attention of Tele-Communications Inc., the nation’s largest multiple system operator. Robert Thomson, TCI’s vice president of government affairs, says broadcasters stand on the issue of syndicated exclusivity tends to change depending on which way the wind is blowing. “Those inconsistencies are getting our attention,” he says. “Broadcasters can’t have it both ways.”

“The Hitchhiker,” the half-hour, made-for-cable suspense series that began on HBO and now airs in originals on USA Network, is poised to become the next off-cable series to enter the syndication market. David Nevins, Los Angeles coordinator of the series, says if USA orders more episodes, syndication will come in about a year. If not, then the show will become a film actress to being the star of a successful sitcom.

Two books on Fox Broadcasting Co. are on the horizon. Los Angeles-based writer Alex Ben Block, editor-in-chief of the newsletter ShowBiz News, has written a history of the Twentieth Century Fox studio through the decade, which also tracks the first 1¼ years of FBC. The book, which is titled “Outfoxed,” is due out in January or February. Mr. Block, who has followed FBC closely from its infancy, notes, “I told (Fox Inc. Chairman) Barry Diller the other day, ‘You gave me a happy ending.’ ” The second book focuses more specifically on FBC’s first in-house hit, “America’s Most Wanted.” It is being written by Jack Breinin, a former FBC publicist on that show and other FBC programs, who is currently researching the book while on leave from FBC. The program has so far assisted in the capture of 75 fugitives.

As the MIPCOM international trade show winds up in Cannes, France, today, reports kept by the Writers Guild of America to track residual payments to its members indicate 197 series were sold overseas last year, bringing WGA members a total of $6.5 million in residuals. Those figures are up from sales of 160 series in 1987, which earned the writers $5.5 million. According to WGA figures, Chuck Slocum, WGA’s director of industry analysis, says, “1988 seemed to be a real boom year,” but he says he’s not sure that success will be repeated this year. Mr. Slocum says the growth in 1988 reflected the sales of many series that had been sitting on the shelf and were brought to the international marketplace for the first time.

—Written by William Mahoney from bureau reports
TIC TAC IS BACK!

- Proven performance in access and fringe.
- Appeals to inquisitive news viewers.
- Strongest creative team ever assembled.
- Advertiser friendly.
- Innovative retail merchandising campaign.

HART & HOY Enterprises
ITC Domestic Television
Steering clear of war

The current uproar over the new European quota directive appears to be largely a battle over symbolic positioning, with little relevance to the realities of day-to-day business.

As U.S. distributors well know, the non-binding directive approved by the European Community before last week's MIPCOM market asks—but does not require—U.S. countries held to a 50 percent maximum on non-EC programming.

The truth is that many EC countries already have individual quotas more strict than this, yet business for U.S. suppliers has been expanding steadily.

Nonetheless, much attention has been focused on the non-binding directive, particularly in Washington. The Bush administration, in the middle of its own broad-ranging trade wars, has added the EC quota decision to its hit list of anti-American "protectionist" actions and is threatening to file a fair trade complaint against the EC.

The ironic part of this, of course, is that the United States is itself virtually a closed market when it comes to television. With few exceptions, we buy almost no foreign TV shows.

For that reason, we may assume that any protests the Commerce Department makes about our TV market being open while the Europeans block theirs with quotas will be received by the EC with considerable skepticism.

Frankly, U.S. studios don't particularly need Washington's help in dealing with this issue and should be wary of getting caught up in the administration's broader trade problems. The last thing Hollywood needs is to get embroiled in a full-blown trade war that seems increasingly unnecessary.

We believe the interests of all countries would be better served if there were free trade, without any quotas.

But we also believe that even with the status quo, the direction for the future is already clear. It involves a growing use of global co-productions and of equity investment in overseas producers.

In the end, we believe that the marketplace will take care of itself. As the need for programming grows in every EC country, there will be continual internal pressure to open the market.

In the TV trade, that's the bottom line: You can't beat Hollywood for quality, quantity, and cost-efficiency. And you don't need a war to prove it.

H. Dickson Norman chairman and chief executive officer
NDXE Global Radio
Opelika, Ala.

LETTERS TO THE EDITOR

AM radio was at its best during Hugo crisis

Coach Paul "Bear" Bryant's favorite saying was: "When the going gets tough, the tough get going!"

AM Clear Channel Radio really showed its necessity when Hurricane Hugo was blowing off, flying boats and cars, and chilling live broadcasts of the powerful wind noise of Hugo himself. Transmitted at the speed of light direct to millions of concerned listeners around the country.

This demonstration under duress shows AM radio at its highest and best use, serving the public by interlocking wide coverage areas with battery-radio-equipped listeners, all pulled together with a common bond of surviving the ravages of a natural disaster.

All of the radio stations, and dedicated broadcasters and interactive listeners, that participated in this mass communications effort deserve a "Gold Commendation" and should be recognized as true communication heroes.

AM radio shows her public necessity everyday in every city on earth! FM radio can only dream of such ubiquitous utilitarian purpose.

H. Dickson Norman chairman and chief executive officer
NDXE Global Radio
Opelika, Ala.
WANTED

for the "kid"napping of 6 to 11s in your market.

COPS

Out to steal your kids' audience.
Donald Trump
Pre

TRU
CA

The Crown Jewel

Debuting
By KATHY CLAYTON
Staff reporter

DENVER—United Artists Entertainment Co.,
the third-largest cable operator in the United
States, recently sold its cable systems in Swe-
den and Norway to United International
Holdings and agreed to sell its franchises in
Israel to the group as well.

United International, a Denver-based enter-
tainment company formed just last May, has com-
pleted its purchase of the Swedish systems.

It's in the process of obtaining regulatory ap-
proval for the Norwegian and Israeli systems.

Reg Grundy's U.S. pro-
duction successes include
"The New Century" (top)
and "Scrabble" (above).

UAE selling off foreign cable systems

By WILLIAM MAHONEY
Los Angeles bureau chief

LOS ANGELES—Forty years ago, Australian Reg Grundy was
working at a Sydney radio station as a sports announcer.

"Today, he's sitting atop one of the most elaborate interna-
tional production and distribution companies in the
world," said Dan Phythyon, a vice
chief executive officer, has production centers in
Australia, the United States, France, the United
Kingdom, West Germany and New Zealand.

And, as the 66-year-old Mr. Grundy pointed out during a
recent interview at his condominium in Century City, Calif.,
the organization is forming new production companies in
Spain, Belgium, Scandinavia and Italy.

While other companies plan their expansion into the interna-
tional market, Grundy is making a clear move toward the
relaxation of European trade barriers in 1992, Mr. Grundy's
company has been forging ahead with a plan of its own.

"We have not waited for 1992. It's 1985 for us now," he says.

"We're not standing around saying, 'Will we get our feet
wet?' We're in there up to our hips. We're doing it. We're pro-
ducing in all of those countries."

Some companies with successful game shows—one of the
Grundy Organization's staples—simply license their formats in
another country, but Grundy retains all the rights to its pro-
grams and opts to move in and produce the show itself.

(Continued On Page 31)

Al Masini rolls out 'Preview'

By MARIANNE PASKOWSKI
New York bureau chief

New York—Television Program Enterprises executives
this week will begin selling the pilot for "Preview," a
new access strip that TPE Chairman Al Masini is perso-
nally producing.

Al Masini, who is also
president of TPE's parent
company, Cox Communica-
tions-owned TeleRep, said
all seven of the Cox-owned
televising stations will
air the show when it premiered in fall 1990.

"Preview" will look at new
movies, TV shows, music,
music, fashion and lifestyle
trends.

While some industry
critics say "Preview" sounds like it is being
developed as a companion piece to "Entertainment To-
night," Mr. Masini says his new show can work with
just about anything in access.

"Mr. Masini created "ET" nine years ago and Para-
mount Domestic Television currently distributes the
strip, which consistently makes the top ten ratings list
foundated above. TPE also sells the national barter spots in "ET."

Mr. Masini says he expects to grab access time periods from
the crowded field of tabloid-style shows jockeying for
those time slots this year.

"Preview" will market itself as "positive," and therefore
will be "advertiser friendly," he says.

TPE will produce, distribute and sell all national ad-
vertising for the new show.

(Continued On Page 42)

Australia's TV king

Reg Grundy's game shows are his passport

By LAURA MALT
Staff reporter

WASHINGTON—Broadcasting industry lead-
ers last week vowed to fight children's TV leg-
islation that is backed by Rep. Ed Markey,
D-Mass., chairman of the House telecommuni-
cations subcommittee.

But as the Senate Commerce Committee voted 12-8 in favor of Sen. Inouye's bill, the lawmakers
had agreed to give broadcasters 30 days to respond.

During an earlier hearing on the bill, NAB
President and Chief Executive Officer Eddie Fritts voiced opposition.

It was uncertain whether broadcasters' op-
imers. The National Cable Television Association
had no comment.

"We're going to keep a very low profile on this," said John Wolfe, NCTA spokesman.

The NCTA may choose not to oppose the proposed regulation since many children's
cable services, such as the Disney Channel, don't carry advertisements in the first place.

Legislation similar to that sponsored by Rep. Markay was approved by Congress in the last session but was subsequently vetoed by President Reagan.

Broadcasters vow opposition to kids' TV laws

By D-Mass., chairman of the House telecommuni-
cations subcommittee.

But as the Senate Commerce Committee
voted 12-8 in favor of Sen. Inouye's bill, the lawmakers
had agreed to give broadcasters 30 days to respond.

During an earlier hearing on the bill, NAB
President and Chief Executive Officer Eddie Fritts voiced opposition.

It was uncertain whether broadcasters' op-
imers. The National Cable Television Association
had no comment.

"We're going to keep a very low profile on this," said John Wolfe, NCTA spokesman.

The NCTA may choose not to oppose the proposed regulation since many children's
cable services, such as the Disney Channel, don't carry advertisements in the first place.

Legislation similar to that sponsored by Rep. Markay was approved by Congress in the last session but was subsequently vetoed by President Reagan.

per hour on weekdays and 10 minutes per hour on weekends.

Although the next step is for the full Senate to consider Sen. Inouye's bill, the lawmakers
have agreed to give broadcasters 30 days to respond.

During an earlier hearing on the bill, NAB
President and Chief Executive Officer Eddie Fritts voiced opposition.

It was uncertain whether broadcasters' op-
immers. The National Cable Television Association
had no comment.

"We're going to keep a very low profile on this," said John Wolfe, NCTA spokesman.

The NCTA may choose not to oppose the proposed regulation since many children's
cable services, such as the Disney Channel, don't carry advertisements in the first place.

Legislation similar to that sponsored by Rep. Markay was approved by Congress in the last session but was subsequently vetoed by President Reagan.

By LAURA MALT
Staff reporter

WASHINGTON—Broadcasting industry lead-
ers last week vowed to fight children's TV leg-
islation that is backed by Rep. Ed Markey,
D-Mass., chairman of the House telecommuni-
cations subcommittee.

But as the Senate Commerce Committee voted 12-8 in favor of Sen. Inouye's bill, the lawmakers
had agreed to give broadcasters 30 days to respond.

During an earlier hearing on the bill, NAB
President and Chief Executive Officer Eddie Fritts voiced opposition.

It was uncertain whether broadcasters' op-
imers. The National Cable Television Association
had no comment.

"We're going to keep a very low profile on this," said John Wolfe, NCTA spokesman.

The NCTA may choose not to oppose the proposed regulation since many children's
cable services, such as the Disney Channel, don't carry advertisements in the first place.

Legislation similar to that sponsored by Rep. Markay was approved by Congress in the last session but was subsequently vetoed by President Reagan.

per hour on weekdays and 10 minutes per hour on weekends.

Although the next step is for the full Senate to consider Sen. Inouye's bill, the lawmakers
have agreed to give broadcasters 30 days to respond.

During an earlier hearing on the bill, NAB
President and Chief Executive Officer Eddie Fritts voiced opposition.

It was uncertain whether broadcasters' op-
immers. The National Cable Television Association
had no comment.

"We're going to keep a very low profile on this," said John Wolfe, NCTA spokesman.

The NCTA may choose not to oppose the proposed regulation since many children's
cable services, such as the Disney Channel, don't carry advertisements in the first place.

Legislation similar to that sponsored by Rep. Markay was approved by Congress in the last session but was subsequently vetoed by President Reagan.
"American Gladiators" Delivers Powerful Ratings in First Four Weeks

Rets 100% of Lead-in Share*

- #1 in New York, Detroit, Dallas, Denver and Sacramento
- Is above October 1988 time period performance in 12 of 20 overnight markets
- Demonstrates excellent growing strength from its 1st 1/2 hour to its 2nd 1/2 hour in 13 markets
- Improves over its lead-in in 9 markets

Works in late night. Works in prime time. Works in daytime.

<table>
<thead>
<tr>
<th>Market</th>
<th>Station</th>
<th>Day</th>
<th>Time</th>
<th>4 Wk Avg HH RTG/SH</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WNBC(N)</td>
<td>SAT</td>
<td>2:00AM</td>
<td>4.9/33</td>
<td>#1</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KHJ(I)</td>
<td>SAT</td>
<td>10:00PM</td>
<td>6.0/12</td>
<td>#2</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KPIX(C)</td>
<td>SAT</td>
<td>12:30AM</td>
<td>2.1/11</td>
<td>#3</td>
</tr>
<tr>
<td>Detroit</td>
<td>WKBD(I)</td>
<td>SUN</td>
<td>11:00AM</td>
<td>7.5/20</td>
<td>#1</td>
</tr>
<tr>
<td>Dallas</td>
<td>KXAS(N)</td>
<td>SAT</td>
<td>12:00M</td>
<td>4.8/17</td>
<td>#1</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>KMSP(I)</td>
<td>SAT</td>
<td>12:00M</td>
<td>2.2/12</td>
<td>#2</td>
</tr>
<tr>
<td>Miami</td>
<td>WSVN(I)</td>
<td>SAT</td>
<td>11:00AM</td>
<td>2.9/11</td>
<td>#3</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV(C)</td>
<td>SAT</td>
<td>11:30PM</td>
<td>6.5/19</td>
<td>#2</td>
</tr>
<tr>
<td>Denver</td>
<td>KCNC(N)</td>
<td>SAT</td>
<td>12:00M</td>
<td>4.7/24</td>
<td>#1</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KTSP(C)</td>
<td>SAT</td>
<td>3:00PM</td>
<td>5.9/14</td>
<td>#2</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KCRA(N)</td>
<td>SAT</td>
<td>1:00AM</td>
<td>3.4/22</td>
<td>#1</td>
</tr>
<tr>
<td>Hartford</td>
<td>WTNH(A)</td>
<td>SAT</td>
<td>11:30PM</td>
<td>4.2/14</td>
<td>#2</td>
</tr>
</tbody>
</table>

Source: NSI Overnights 9/9-10/1/89

*NSI MarkTrak
Military outlet lends ‘touch of home’

(Continued from front cover)

industry, AFRTS provides commercial-free radio and TV programing to U.S. military installations around the world, using five satellites to beam 24 hours of programing through its Los Angeles uplink facility each day.

The programing is picked up by about 400 broadcast stations on land and also is sent on videotapes to 500 ships at sea. AFRTS estimates a daily viewing audience of 1.3 million.

“We provide a touch of home,” says Melvin Russell, assistant director of the Armed Forces Information Service, which oversees AFRTS.

The touch includes the evening newscasts of the ABC, CBS and NBC TV networks, the programming from the cable news service CNN, sports programs and a selection of syndicated entertainment shows.

Except for the playing of the national anthem at the beginning and end of each day’s broadcast, plus the occasional presence of uniformed news anchors with close-cropped hair, AFRTS programing looks much like that available stateside.

The military audience’s favorite shows are the same as those in the States: “The Cosby Show” is tops this year.

AFRTS officials give themselves partial credit for the success of ABC’s “General Hospital,” the first soap opera to be aired on AFRTS.

“They built up a tremendous following with the wives living overseas,” says Gerald Fry, AFRTS director of overseas operations.

Women “became fanatics” for the show on their own home, he says.

However, the mainstay of military television and radio is not entertainment but news, for which U.S. soldiers and their families have “an unbelievable appetite,” says Mr. Russell.

Many of these appetite would go unsatisfied were it not for support for AFRTS by the domestic television and radio industry.

For reasons that some attribute to patriotism, the industry makes it easy for AFRTS to buy and distribute its programing.

For example, the Big 3 networks and CNN give AFRTS their news and sports programing for only a nominal administrative fee, says Mr. Fry, and allow them to be transmitted to armed forces personnel at the same time the programs appear in the United States.

For other programing, AFRTS pays prices a stateside commercial broadcaster would.

Mr. Fry, who is operating on a $7.8 million program acquisition budget for the year ended Sept. 30, figures AFRTS pays only “5 or 7 cents” for each dollar a commercial broadcaster would pay.

Entertainment unions play a major role in making such price breaks possible by waiving their rights to residuals.

“The entertainment industry as a whole has been very gracious,” Mr. Fry says.

Syndicators will usually sell their programs to AFRTS one season after they’ve aired stateside, according to Mr. Russell.

Most syndicated shows are bought under contracts giving AFRTS the right to buy a certain number of hours of programing at a certain price. A few, such as one-time specials, however, are negotiated separately, but the military does not engage in wide-open bidding wars.

“If we can’t buy it within our budget we basically pass on it,” says Mr. Russell.

Military program buyers make their entertainment programing selections on the basis of U.S. ratings and requests from AFRTS stations.

“We select what the American public thinks is the most interesting,” says Mr. Fry.

However, AFRTS says it follows common industry standards in prohibiting pornographic, programs that propagate racial, ethnic or religious prejudice, and programs promoting drugs, anarchy, religious cults and "deviant or socially unacceptable behavior."

In return for such favored treatment, AFRTS agrees to do what it can to ensure that its programing is distributed to military personnel only. Efforts include restricting transmission power or scrambling signals, says Mr. Russell.

Military program buyers make their entertainment programing selections on the basis of U.S. ratings and requests from AFRTS stations.

“We select what the American public thinks is the most interesting," says Mr. Fry.

However, AFRTS says it follows common industry standards in prohibiting pornography, programs that propagate racial, ethnic or religious prejudice, and programs promoting drugs, anarchy, religious cults and "deviant or socially unacceptable behavior."

Even with these rules in place, some people still complain that shows are offensive.

Yet they may watch AFRTS anyway since foreign alternatives available to them may be even more offensive.

“There’s programs in Italy where people take their clothes off on a game show,” Mr. Fry says.

In locations with larger military presence, program directors mix AFRTS satellite feeds and tapes with their own local programing, then send that out over cable or broadcast radio and television channels.

More remote areas are served by weekly videotape shipments.

Every base has some kind of program listing, whether it be the glossy TV Guide look-alike distributed in Europe or a rundown in AFRTS’s newspaper counterpart, Stars and Stripes.

Despite AFRTS’s stated policy against censorship, some local broadcast stations are restricted to avoid offending the host country, says LT. Col. Tom Hansen, director of operations in West Germany.

Adrian Cronauer, the former AFRTS disc jockey loosely profiled in the recent movie “Good Morning, Vietnam,” adds that censorship of local news went further than that during the Vietnam War.

“In 1966, he says, his U.S. military radio station in Saigon was prohibited from airing a story about the U.S. Air Force’s use of a nuclear device over the coast of Spain, a story that the other news services at home and abroad covered.

“The only explanation I ever got was, ‘It might be embarrassing to the Air Force,’ ” he says.

But he says he learned to enjoy the job despite its “frustrating” limitations.

"Culture shock would set in with a vengeance" when soldiers arrived at overseas bases, he says. "It was a job to provide a morale factor for these people."

Among the radio bits he developed during his years in Vietnam was a sassy-voiced woman’s news tickler that became a mirror image of the “AFRTS friendly thermometer” who told the troops how hot she felt that day.

Another was a takeoff on James Bond movies, in which “Special Agent 67/Stars” imparted wise messages revealing the base’s most recent list of people who needed to pick up body sprays.

U.S. radio and TV programing is often the most immediate link to home U.S. servicemen and women.

"It was a very, very good morale booster," recalls ex-AFRTS staffer Wally Jorgenson, former chairman of the Supervision of Broadcasters and now executive vice president of Hubbard Broadcasting.

Mr. Jorgenson, who ran an Armed Forces Radio network in Japan during the World War II occupation, is among several noted broadcasters who honed their skills in AFRTS.

The service got its start as a radio network—in World War II as a way to give soldiers news from home to counter enemy propaganda efforts waged by "Anita Salsy" and "Tokyo Rose."

Nowadays, AFRTS programming gets a special military flavor through public service announcements on such topics as how to help children cope with frequent moves.

There are also what AFRTS production chief Peter Satterlee calls "military spots" designed to “create feelings of pride in America.”

Looking toward the future, Mr. Russell says he’d like to complete the service’s conversion to satellite delivery.

For example, he notes, some ships still play AFRTS with dishes.

“We take seriously the role of providing a mirror image of American radio and television—that’s good about it and what’s sad about it,” Mr. Russell says.
In two weeks, Cosby client stations will discover that some things can be more flexible than they seem. Send in your October 26/27 RSVP now, for much more than a good time.
<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
<th>Hard Copy</th>
<th>A Current Affair</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS ANGELES</td>
<td>7:30 PM</td>
<td>7.7/13</td>
<td>8.6/15</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>6:30 PM</td>
<td>4.9/9</td>
<td>7.8/14</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>4:30 PM</td>
<td>4.1/9</td>
<td>12.6/28</td>
</tr>
</tbody>
</table>

A CURRENT AFFAIR
COPY EVERY TIME.

A CURRENT AFFAIR
ADVANTAGE

15%
56%
211%

A Current Affair
THE ORIGINAL. THE BEST.
JForum lets journalists spar by computer

By DANA BLANKENHORN
Special to ELECTRONIC MEDIA

The press club of the future is open 24 hours a day now. Called JForum, it's a personal computer-based journalism forum offered by CompuServe, an on-line service in Columbus, Ohio, that's owned by H&R Block.

When a controversy arises in television news, newspapers around the country fill JForum's message bases with comments and background information on it.

"We had a flurry of activity after the ABC News simulation story came out," says Jim Cameron, system operator for the 7,500-member JForum.

"We had a lot of good debate. I think ABC lost that one—they had few defenders."—Jim Cameron

system operator, JForum

"We had a lot of activity after the ABC News simulation story came out." says Jim Cameron, system operator for the 7,500-member JForum.

"We had a lot of good debate. I think ABC lost that one—they had few defenders."—Jim Cameron

system operator, JForum

Another recent debate on the service involved video news releases, with a former network producer defending them against numerous news directors, says Mr. Cameron, who's also a radio consultant and part-time news anchor for the United States' radio stations.

Reaching the JForum is as simple as keying in "go jforum" once the computer's modem has dialed into CompuServe.

Using the service through the CompuServe network costs $12.80 per hour. A membership kit, including $25 in on-line time, is available for $39.95.

The most important new addition to the library, Mr. Cameron says, is a daily column called "Rumorville USA."

"Rumorville" came to CompuServe from The Source when CompuServe bought and closed that service this summer.

"Rumorville," which has been published on-line since 1983, follows the comings, goings and controversies among TV newspeople.

It's written by Don Fitzpatrick, a television news headquarter in San Francisco.

It started as a private letter among friends, he says, and has grown into a daily project with 250 official subscribers and thousands of pass-along readers.

Anyone subscribing to CompuServe can register for the JForum on-line and then request a subscription to "Rumorme USA," which is delivered to a CompuServe mailbox.

But while "Rumorme USA" is popular—readership has increased about 40 percent since CompuServe picked it up—Mr. Fitzpatrick says he loses $50,000 a year on the column after royalties from readers' CompuServe time are added in.

However, he says the publicity alone is worth it.

"If it lets people know that we know things, and they know that we know what they know," he says.

In addition to the newsletter, Mr. Fitzpatrick also posts such items as information on making audition tapes on-line, and he's begun listing open TV news jobs through CompuServe.

Direct to Europe

BrightStar service eases home dish transmissions

By HOLLY GARLAND
Special to ELECTRONIC MEDIA

Long a leader in one- and two-way transmissions between North America and Europe, BrightStar Communications Ltd. is trying to take that ability a step further into Europeans' backyards.

New York-based BrightStar is ready to offer a service that will virtually give North Americans immediate access to anyone in Europe with a backyard satellite dish.

Bill Page, BrightStar's vice president in North America, says this capability comes at a time when demand for small dishes throughout Europe is strong.

For example, Rupert Murdoch has launched his own satellite service in England, and the market in France is booming.

BrightStar expects to start up its service end-users. #

The Pentagon's Defense Advanced Research Projects Agency has awarded a high-definition television contract to New York-based ProjectVision for $1 million. This is the first of up to $30 million in grants DARPA plans to award in an effort to develop the new technology. A DARPA spokeswoman said 49 other companies are being considered for funding, but she wouldn't identify them. Among those applying for funds was a consortium formed by Zenith Electronics Corp. and AT&T. The spokeswoman said she may announce more contracts this month.

The second annual LPTV conference and exposition will run Nov. 5 to 8 at the Riviera Hotel in Las Vegas. In addition to an equipment exhibition, the low-power television convention, sponsored by the Community Broadcasters Association, will offer seminars on such basics as understanding TV ratings, financial management, and programming.

In addition, several sessions will focus on regulatory matters concerning the LPTV industry.

Taiwan has signed a $10.3 million contract with GTE Spacenet International Corp. to supply a satellite communications earth station in Taiwan. The purchase, made by a trade mission representing the country, is part of an effort by Taiwan to purchase $4 billion in goods from the United States to remedy a trade imbalance between the two countries. The deal was announced during a "Buying American" Mini-Catalog Show in Boston last month.

Tele-Communications Inc. and wholly owned subsidiary WestMarc Communications are planning to install 3,600 miles of fiber-optic cable from the headend to the home in various cable systems next year at a cost of less than $11 million. J.C. Sparkman, TCI's chief operating officer and executive vice president, said that by the end of this year, TCI will have installed 8 feet of fiber trunk in eight systems while in 1990, the amount of fiber will be five times that.

TECHNOLOGY BRIEFS

The most important new addition to the library, Mr. Cameron says, is a daily column called "Rumorville USA."

"Rumorville" came to CompuServe from The Source when CompuServe bought and closed that service this summer.

"Rumorville," which has been published on-line since 1983, follows the comings, goings and controversies among TV newspeople.

It's written by Don Fitzpatrick, a television news headquarter in San Francisco.

It started as a private letter among friends, he says, and has grown into a daily project with 250 official subscribers and thousands of pass-along readers.

Anyone subscribing to CompuServe can register for the JForum on-line and then request a subscription to "Rumorme USA," which is delivered to a CompuServe mailbox.

But while "Rumorme USA" is popular—readership has increased about 40 percent since CompuServe picked it up—Mr. Fitzpatrick says he loses $50,000 a year on the column after royalties from readers' CompuServe time are added in.

However, he says the publicity alone is worth it.

"If it lets people know that we know things, and they know that we know what they know," he says.

In addition to the newsletter, Mr. Fitzpatrick also posts such items as information on making audition tapes on-line, and he's begun listing open TV news jobs through CompuServe.

Direct to Europe

BrightStar will soon be able to uplink a C-band transmission and downlink it in Europe as a Ku-band signal.

BrightStar's multi-point to multi-point service covers French communications on the Intelsat VI-33S satellite. #

In addition to serving its broadcast clientele, the company hopes to use this development to establish itself in the business television sector, Mr. Page says.

"The future looks even better," says Mr. Page.

"The next step in the technology will be to take it more channels." 

BrightStar already has a major satellite carrier for CNN, the BBC and The Christian Science Monitor. In addition, the service acts as a major carrier for sporting events across the Atlantic.

This year, in addition to bringing the MTV Music Video Awards ceremony to Europe, BrightStar transmitted the Mike Tyson vs. Frank Bruno boxing match abroad and brought 10 hours of Ireland's Ryder Cup Golf Tournament to USA Network.

In addition, several sessions will focus on regulatory matters concerning the LPTV industry.

Taiwan has signed a $10.3 million contract with GTE Spacenet International Corp. to supply a satellite communications earth station in Taiwan. The purchase, made by a trade mission representing the country, is part of an effort by Taiwan to purchase $4 billion in goods from the United States to remedy a trade imbalance between the two countries. The deal was announced during a "Buying American" Mini-Catalog Show in Boston last month.

Tele-Communications Inc. and wholly owned subsidiary WestMarc Communications are planning to install 3,600 miles of fiber-optic cable from the headend to the home in various cable systems next year at a cost of less than $11 million. J.C. Sparkman, TCI's chief operating officer and executive vice president, said that by the end of this year, TCI will have installed 8 feet of fiber trunk in eight systems while in 1990, the amount of fiber will be five times that.

TECHNOLOGY BRIEFS

The most important new addition to the library, Mr. Cameron says, is a daily column called "Rumorville USA."

"Rumorville" came to CompuServe from The Source when CompuServe bought and closed that service this summer.

"Rumorville," which has been published on-line since 1983, follows the comings, goings and controversies among TV newspeople.

It's written by Don Fitzpatrick, a television news headquarter in San Francisco.

It started as a private letter among friends, he says, and has grown into a daily project with 250 official subscribers and thousands of pass-along readers.

Anyone subscribing to CompuServe can register for the JForum on-line and then request a subscription to "Rumorme USA," which is delivered to a CompuServe mailbox.

But while "Rumorme USA" is popular—readership has increased about 40 percent since CompuServe picked it up—Mr. Fitzpatrick says he loses $50,000 a year on the column after royalties from readers' CompuServe time are added in.

However, he says the publicity alone is worth it.

"If it lets people know that we know things, and they know that we know what they know," he says.

In addition to the newsletter, Mr. Fitzpatrick also posts such items as information on making audition tapes on-line, and he's begun listing open TV news jobs through CompuServe.

Direct to Europe

BrightStar will soon be able to uplink a C-band transmission and downlink it in Europe as a Ku-band signal.

BrightStar's multi-point to multi-point service covers French communications on the Intelsat VI-33S satellite. #

In addition to serving its broadcast clientele, the company hopes to use this development to establish itself in the business television sector, Mr. Page says.

"The future looks even better," says Mr. Page.

"The next step in the technology will be to take it more channels." 

BrightStar already has a major satellite carrier for CNN, the BBC and The Christian Science Monitor. In addition, the service acts as a major carrier for sporting events across the Atlantic.

This year, in addition to bringing the MTV Music Video Awards ceremony to Europe, BrightStar transmitted the Mike Tyson vs. Frank Bruno boxing match abroad and brought 10 hours of Ireland's Ryder Cup Golf Tournament to USA Network.

In addition, several sessions will focus on regulatory matters concerning the LPTV industry.

Taiwan has signed a $10.3 million contract with GTE Spacenet International Corp. to supply a satellite communications earth station in Taiwan. The purchase, made by a trade mission representing the country, is part of an effort by Taiwan to purchase $4 billion in goods from the United States to remedy a trade imbalance between the two countries. The deal was announced during a "Buying American" Mini-Catalog Show in Boston last month.

Tele-Communications Inc. and wholly owned subsidiary WestMarc Communications are planning to install 3,600 miles of fiber-optic cable from the headend to the home in various cable systems next year at a cost of less than $11 million. J.C. Sparkman, TCI's chief operating officer and executive vice president, said that by the end of this year, TCI will have installed 8 feet of fiber trunk in eight systems while in 1990, the amount of fiber will be five times that.
#1 AMONG YOUNG VIEWERS IN 7 OF 8 PREMIERE MARKETS IN ITS FIRST BOOK!

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>DAY</th>
<th>TIME</th>
<th>T 12-17 RANK</th>
<th>K 6-11 RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIAMI</td>
<td>WDZL</td>
<td>M-F</td>
<td>7:00PM</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>KPLR</td>
<td>M-F</td>
<td>6:30PM</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>SACRAMENTO</td>
<td>KCSH</td>
<td>M-F</td>
<td>6:30PM</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>HARTFORD</td>
<td>WTXX</td>
<td>M-F</td>
<td>6:00PM</td>
<td>#2</td>
<td>#1</td>
</tr>
<tr>
<td>ORLANDO*</td>
<td>WOFL</td>
<td>M-F</td>
<td>5:30PM</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>SCRANTON</td>
<td>WOLF</td>
<td>M-F</td>
<td>6:30PM</td>
<td>#1</td>
<td>#2</td>
</tr>
<tr>
<td>ALBANY*</td>
<td>WXXA</td>
<td>M-F</td>
<td>7:30PM</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>AVERAGE</td>
<td></td>
<td></td>
<td></td>
<td>#1</td>
<td>#1</td>
</tr>
</tbody>
</table>

NSI, JULY 1989  *ARB, JULY 1989

Contact: New World Television • 130 E. 59th St., 10th Floor, New York, NY 10022  (212) 755-8600  FAX (212) 906-9542
Noted Journalist Joins Line-up

Following on the heels of its acquisition of "L.A. Law," Lifetime, the only network for women, has signed former CBS news correspondent Jane Wallace to host her own weekday talk show.

 Appropriately titled "The Jane Wallace Show," the hour-long program provides valuable information to help women make better informed choices about crucial issues affecting them today. "For me, this show is an opportunity to combine professional experience with real life," says Wallace. "There aren't too many places today where these matters are explored beyond the sensational. Lifetime and I are looking forward to creating one of them." The show premieres October 23.

Outstanding Career

The distinguished journalist brings her impeccable credentials to Lifetime's growing roster of outstanding on-air
**Media stocks flying high**

Megamergers mark 3rd quarter stock activity

**By Neil Nordby**  
Special to The Electronic Media

Media stocks soared in the third quarter, as takeovers were once again the rage from Wall Street to Hollywood Boulevard.

Just ask Time Inc., which snapped up Warner Communications for $14 billion—the second-largest takeover in 1989.

Or ask Qintex Group, which agreed to acquire MGM-UA Communications Co.'s United Artists assets for $25 a share. Of course, that was before last week's collapse of the deal.

These were but a few of the last quarter's megamergers that continued to shake up, shake out and consolidate the media industry.

The shock waves of these takeover tremors were prominently felt by the Electronic Media Stock Index, which posted another glittering performance last quarter.

Flexing muscles it never knew it had, the Electronic Media Stock Index exhibited a jazzy show of strength during the third quarter, closing at 3,574.34 points to yet another record high of 3,576.17.

In percentage terms, each media stock enjoyed an average gain of 11.58 percent, propelling our indicator of 39 electronic media companies into uncharted territory.

The widely monitored Dow Jones industrial average followed suit by smashing its previous record of 2,785.52 (set July 27, 1989) en route to a new all-time high of 2,785.52 as of Oct. 6, nearly two years after Black Monday.

For the quarter, this index of 30 blue chip stocks mounted a hefty 252-point, 13.86 percent gain.

Who garnered their share of investor interest last quarter?

0.88 percent gain of 24.68 percent was popular with investors, as a short-lived bidding skirmish surface when Christopher Skase's Qintex Group outbid fellow Australian media magnate Rupert Murdoch's News Corp. for possession of MGM-UA's assets.

Qintex, however, was forced to sweeten its offer from $20 to $25 a share.

Columbia Pictures took the 24.56 percent a share after approving a $1.4 billion takeover offer from Sony—the highest bid ever by the Japanese for a U.S. company. The Coca-Cola Co., which owns 49 percent of the studio, also turned in a stellar performance, rocketing 18.85 percent higher to reach $67. Coca-Cola said it expects to register a fourth quarter after-tax profit of $330 million from the sale, and may repurchase up to 20 million (about 6 percent) of its shares outstanding with the after-sale gain.

Add Spelling Entertainment to the list of those riding the coattails of takeover fever in the electronic media sector. Late last month, Spelling, the television and film producer, said it might sell out, prompting speculators to push the stock 28.57 percent higher during the first week of October.

The Gallopinjaco Pictures (up 4.82 percent to $10.88) joined the takeover binge with activity on two fronts. Last month, Carolco acquired a 33 percent stake in Vista Organization, a New York motion picture production and finance company. Carolco plans to purchase additional shares of Live Entertainment, in which it has a 48 percent stake.

*In the cable sector, Tele-Communications Inc. (up 8.6 percent), which has been an active buyer during this era of merger mania, was up 20 percent to $73, for the quarter.*

The second consecutive quarter, TBS's class B shares posted the largest gain of media stocks, rising 36.77 percent to $53 in the third quarter.

For the second consecutive quarter, TBS's class B shares posted the largest gain of media stocks, rising 36.77 percent to $53 in the third quarter.

### Television evolving into a global stage

Baseball fans in more than 10 countries will follow the U.S. pennant race down to its last out this year, while several European viewers can't wait to tune in to the next episode of "Dynasty." But in the next ten years, entertainment managers are realizing that what appeals to their audiences can also appeal to the rest of the world.

The product may need to be altered a bit to fit cultural needs, but entertainment companies are realizing there is a limited potential in international markets. The globalization of the entertainment industry is a reality.

With these changes come the need to develop a new position within the company. In the past, entertainment companies have had no need for a "marketing manager" in the true sense of the packaged goods sense of the word.

Instead, marketers were lumped together with the sales force—there were the folks who compiled data and audience demographics. Programmers were also identified as marketing people.

For example, before cable television came along, television stations such as 24-hour news and sports networks, the three big U.S. networks didn't have to create strategies to capture specific audiences. They had a virtual monopoly on the airwaves.

But in the last year, increased competition for market share has forced the TV networks and other forms of entertainment to re-examine their role.

They realized that everyone could not have been a big piece of the pie as they would like. They faced the need to now reach out to the untapped global market.

To do this, entertainment marketers have identified the need for a specialist—a true product marketing manager—who can determine which products appeal to various types of people.

This trend has created a new position: the international marketing manager.

This executive must have a variety of skills, among them the ability to market entertainment products to packaged goods.

Like the traditional marketer, the international marketing manager must be strategically oriented.

While the need for this position is currently high, entertainment companies will find only a few qualified candidates within the industry.

Others must be developed from a variety of sources. Senior management is now looking outside the industry for this specialized manager or grooming its executives for the job who already possess some international experience.

The successful global marketing manager will need:

- A working knowledge of foreign cultures and the ability to function in unfamiliar countries.
- Multilingual ability.
- The ability to understand the marketplace and create or adapt the product to fit into a particular culture.
- Awareness of foreign laws and regulations regarding licensing and distribution.
- Courage to take a calculated risk without any examples of whether it will work, only the chance to create a successful strategy or to learn from one's mistakes.
- "Academy Training," from marketing wizards such as General Foods Corp., General Mills or Procter & Gamble Co.

The ability to take a calculated risk without any examples of whether it will work, only the chance to create a successful strategy or to learn from one's mistakes.

- The ability to understand the marketplace and create or adapt the product to fit into a particular culture.
- Awareness of foreign laws and regulations regarding licensing and distribution.
- Courage to take a calculated risk without any examples of whether it will work, only the chance to create a successful strategy or to learn from one's mistakes.
- "Academy Training," from marketing wizards such as General Foods Corp., General Mills or Procter & Gamble Co.

### Electronic Media stocks index for the week ended Oct. 6

**| EM Index | Dow Jones Avg. | Up 92.70 points |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5987.11</td>
<td>2785.52</td>
<td>92.70 points</td>
</tr>
</tbody>
</table>

**Winners**

- Cap Cities/ABC: $550.00 (up $25.00)
- Washington Post: $306.25 (up $7.87)
- Disney: $172.88 (up $6.70)
- Time Inc.: $144.50 (up $4.62)
- Paramount Comm.: $52.62 (up $4.39)
- Viacom: $58.03 (up $4.30)
- CBS: $120.75 (up $4.00)
- Coca-Cola: $76.20 (up $6.32)
- Multimedia: $102.50 (up $5.50)
- General Electric: $58.88 (up $3.38)
- General Instrument: $37.38 (up $2.25)
- ATC: $50.75 (up $2.25)
- Comcast: $39.28 (up $2.12)
- Jones Intercable: $50.50 (up $2.00)
- A.H. Belo: $37.75 (up $2.00)
- Tribune Co.: $57.88 (up $1.88)
- TCI: $32.38 (up $1.75)
- United Artists: $23.25 (up $1.75)
- Zenith: $15.88 (up $1.38)
- Ring World: $35.00 (up $1.00)
- MCA: $52.50 (up $1.38)
- Galabision: $45.88 (up $1.25)
- Scientific-Atlanta: $23.00 (up $1.00)
- Carolco: $11.75 (up $0.88)
- TBS: $27.62 (up $0.88)
- CBS: $53.62 (up $0.88)
- MCA: $57.75 (up $0.88)
- McGraw-Hill: $74.50 (up $0.60)
- FNW: $7.38 (up $0.50)
- Century Comm.: $15.25 (up $0.50)
- Home Shopping: $15.25 (up $0.50)
- Qintex Group: $15.25 (up $0.50)
- Pay-By-View Enterprises: $17.50 (up $0.25)
- CTV Inc.: $20.38 (up $0.25)
- TBS: $39.62 (up $0.12)
- Home Shopping: $4.12 (up $0.12)
- General Media: $39.75 (up $0.12)

**Losers**

- Gannett: $44.50 (down $0.75)
- Wavelet: $4.88 (down $0.00)

Note: Closing figures are price per share. Source: Dow Jones Interactive.
LET'S FACE REALITY—
FAMILY FEUD'S
A WINNER!

IN PREMIERE WEEK OF ITS SECOND SEASON,
FEUD BEATS THE COMPETITION—
PRETENDERS AND ALL NEWCOMERS ALIKE

★ Reality Shows Face The Facts
   • Ratings are weak
   • Little viewer interest
   • Oversaturated
   • Advertiser concerns

★ Court Shows
   • The verdict's in; they're a dying breed
   • FEUD beats them all

★ Game Shows
   • It's no contest; FEUD succeeds when others fail
   • FEUD's the #3 rated syndicated game show

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>DISTRIBUTOR</th>
<th>NTI RTG</th>
<th>FEUD'S ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAMILY FEUD</td>
<td>LBS COMMUNICATIONS</td>
<td>4.9</td>
<td></td>
</tr>
<tr>
<td>People's Court</td>
<td>Warner Bros.</td>
<td>4.5</td>
<td>+ 9%</td>
</tr>
<tr>
<td>Inside Edition</td>
<td>Kingworld</td>
<td>4.4</td>
<td>+ 11%</td>
</tr>
<tr>
<td>Hard Copy*</td>
<td>Paramount</td>
<td>4.2</td>
<td>+ 17%</td>
</tr>
<tr>
<td>Love Connection</td>
<td>Warner Bros.</td>
<td>2.8</td>
<td>+ 75%</td>
</tr>
<tr>
<td>USA Today</td>
<td>GTG</td>
<td>2.8</td>
<td>+ 75%</td>
</tr>
<tr>
<td>Crimewatch Tonight*</td>
<td>Orion</td>
<td>2.4</td>
<td>+104%</td>
</tr>
<tr>
<td>The Judge</td>
<td>Genesis</td>
<td>2.0</td>
<td>+145%</td>
</tr>
<tr>
<td>Third Degree*</td>
<td>Warner Bros.</td>
<td>2.0</td>
<td>+145%</td>
</tr>
<tr>
<td>Divorce Court</td>
<td>Blair Ent.</td>
<td>1.9</td>
<td>+158%</td>
</tr>
<tr>
<td>Win, Lose Or Draw</td>
<td>Buena Vista</td>
<td>1.8</td>
<td>+172%</td>
</tr>
<tr>
<td>Trial By Jury*</td>
<td>Viacom</td>
<td>1.6</td>
<td>+206%</td>
</tr>
<tr>
<td>Jackpot*</td>
<td>Palladium</td>
<td>1.0</td>
<td>+390%</td>
</tr>
</tbody>
</table>

*New season entry
Source: w/o 9/18-22. 1989 NSS

Eliminate the risk of fading shows and unproven newcomers

FAMILY FEUD:
STILL A PROVEN WINNER!

A MARK GOODSON PRODUCTION
© 1989 LBS Communications Inc.

LBS Communications Inc.
New York (212) 418-3000
Los Angeles (213) 859-1055
Chicago (312) 943-0707
FOR THE THIRD WEEK IN A ROW...

6.3 RATING / 13 SHARE

HUNTER ON KTLA — OUTGUNS EVERY SYNDICATED SITCOM IN PRIME ACCESS!

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUNTER</td>
<td>6.3</td>
<td>13</td>
</tr>
<tr>
<td>WHO'S THE BOSS?</td>
<td>4.5</td>
<td>9</td>
</tr>
<tr>
<td>KATE &amp; ALLIE</td>
<td>3.3</td>
<td>7</td>
</tr>
<tr>
<td>COSBY</td>
<td>5.7</td>
<td>11</td>
</tr>
<tr>
<td>NIGHT COURT I</td>
<td>4.5</td>
<td>9</td>
</tr>
<tr>
<td>GROWING PAINS</td>
<td>5.6</td>
<td>11</td>
</tr>
<tr>
<td>MR. BELVEDERE</td>
<td>4.2</td>
<td>8</td>
</tr>
<tr>
<td>FAMILY TIES</td>
<td>4.9</td>
<td>9</td>
</tr>
<tr>
<td>CHARLES IN CHARGE</td>
<td>5.0</td>
<td>9</td>
</tr>
<tr>
<td>NIGHT COURT II</td>
<td>6.3</td>
<td>11</td>
</tr>
</tbody>
</table>

...AND FIVE NEWSCASTS!

HUNTER
THE POWER PACKED ALTERNATIVE!
A Stephen J. Cannel Production

TELEVENTURES
LOS ANGELES (213) 785-0111 • NEW YORK (212) 541-6040
CHICAGO (312) 280-8696 • SOUTHEAST (609) 487-8419
OUTJUMPS T
21 JUMPSTREET OUTPERFORMS EVERY COMPETING SHOW ON EVERY INDEPENDENT STATION IN 20 OVERNIGHT MARKETS! (EXCEPT HUNTER in DALLAS)

21 JUMPSTREET

A Stephen J. Cannell Production

TELEVENTURES

LOS ANGELES (213) 785-0111 • NEW YORK (212) 541-6040
CHICAGO (312) 280-8696 • SOUTHEAST (609) 487-8419
From soap operas to movies, every country has its favorite TV programming. Here is a collection of the top 10 shows from around the world. The lists, which cover recent time periods, were compiled by ELECTRONIC MEDIA correspondents.

**Australia**
1. “Nine News,” Nine Network’s nightly news
2. “A Current Affair,” nightly current affairs show
4. “The Comedy Company,” comedy/satire show
5. “Neighbours,” soap opera
6. “60 Minutes,” local current affairs
7. “L.A. Law,” drama
8. “Fast Forward,” comedy/satire show
9. “Hey, Hey It’s Saturday,” variety show
10. “Burke’s Backyard,” gardening and around-the-home show

**Brazil**
1. “Teta,” telenovela about a small Brazilian town
2. “Jornal Nacional,” nightly news
3. “RJTV SPTV,” nightly regional news
4. “Que Rei Sou Eu,” nightly telenovela about an allegorical kingdom
5. “Os Trapalhoes” (“The Stooges”), humor show
6. “Chico Anysio Show,” comedy show
7. “Fantastico,” news and feature revue
8. “Tele Quente” (“Hot Screen”), movie showcase

**Canada**
2. “Lance et Compte” (“He Shoots, He Scores”), hockey drama
3. “Dallas,” soap opera
4. “Cheers,” sitcom
5. “Matlock,” drama
6. “Roseanne,” sitcom
8. “Dames de Coeur” (“Queen of Hearts”), soap opera
9. “Hockey Night in Canada,” hockey game
10. “L’Heritage” (“The Legacy”), drama

**France**
1. “The Dirty Dozen,” movie
2. “The Longest Day,” movie
3. “Quelle Famille,” (“What a Family”), drama
4. “Les Commandos de sa Majeste” (“The Sea Wolves”), movie
5. “L’Horoscope,” (“The Horoscope”), movie
6. “Intervilles” (“Between Cities”), game show
7. “La Vengeance aux Deux Visages” (“Return to Eden”), soap opera
8. “La Roue de La Fortune” (“Wheel of Fortune”), game show
9. “Return to Eden”
10. “Return to Eden”

**Japan**
1. “Seishun Kazoku” (“A Family in its Youth”), soap opera about a modern family
2. “Kasuga no Tsubone” (person’s name), historical play about a woman famous in feudal times
3. “NHK Morning Wide,” news show
4. “Seven O’Clock News and Weather,” news show
5. “Tonneruzu no Minasan no Okage desu” (“Thanks to Our Tonneruzu”) comedy show
6. “Sunday Night Baseball,” Giants vs. Dragons
7. “Late Night News”
8. “Sazae-san” (person’s name), cartoon about family life
9. “Neruto Benikujira Dan,” young people’s show

**Italy**
1. Soccer match, Sampdoria vs. Naples
2. “Il Giorno Della Vendetta” (“The Day of Revenge”), a Western movie
3. “Special Serata D’Onore” (“An Evening of Honor”), variety show
4. “La Dove Scende il Fiume” (“Where the River Flows”), movie
5. “Il Commanchero” (“The Commanchero”), a John Wayne Western movie
6. Soccer match, Sampdoria vs. Milan
7. “Il Principe Di Donegal” (“The Prince of Donegal”), Walt Disney adventure movie
8. “La Vedova Nera” (“The Black Widow”), thriller

(Continued on next page)
Grundy enjoying global game show success

(Continued from Page 4)

“We're not format broken,” Mr. Grundy said. “We never will, never have, acquired a format or created a format and then subcontracted it off to somebody else.”

As a result, Mr. Grundy says his company has learned to tailor product in many different regions and therefore has a smorgasbord of opportunities for companies like us.”

In the United States, the company plans to roll out four new production centers up and running, is expanding on the company's staple programming of game shows and soap operas by getting into film and miniseries production. The company's goal is to eventually build its own library.

Mr. Grundy says. “I think there is a smorgasbord of opportunities for companies like us.”

Mr. Grundy executives from various production centers around the world maintain constant contact to review new opportunities, and with the business of international television evolving quickly, they're always busy.

“We are having discussions with a major barter organization who would like to become involved with us in some fashion,” Mr. Grundy says. “I think there is a smorgasbord of opportunities for companies like us.”

Grundy executives from various production centers around the world maintain constant contact to review new opportunities, and with the business of international television evolving quickly, they're always busy.

“We are having discussions with a major barter organization who would like to become involved with us in some fashion,” Mr. Grundy says. “I think there is a smorgasbord of opportunities for companies like us.”

Grundy executives from various production centers around the world maintain constant contact to review new opportunities, and with the business of international television evolving quickly, they're always busy.

“We are having discussions with a major barter organization who would like to become involved with us in some fashion,” Mr. Grundy says. “I think there is a smorgasbord of opportunities for companies like us.”

Grundy executives from various production centers around the world maintain constant contact to review new opportunities, and with the business of international television evolving quickly, they're always busy.
BTS did not invent *TV GUIDE*. Walter Annenberg of Triangle Publications did.

But you'd be surprised at how many of the most revolutionary ideas in the history of video did come from BTS. In fact, because we look at things differently, the whole world looks at things differently.

We introduced the first 3-D computer animation system. The first software-based character generator. The Plumbicon camera tube. The B format for videotape recording. The modular routing switcher. And of course, the first CCD film scanner, for which we won one of our three Emmies.

BTS has been a technological innovator in the video industry for six decades. Our cameras,
switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

And we’re as dedicated to better product service and support as we are to better products. So although BTS may not yet be a household word, here’s a word to the wise. In the years ahead, BTS will continue to be more forward thinking, more responsive and more innovative in our approach to video technology than anyone else.

Including Walter Annenberg.

BTS is Broadcast Television Systems, a joint company of Bosch and Philips. For more information, please call 1-800-562-1136 or write BTS, P.O. Box 30816, Salt Lake City, UT 84130-0816.
WHO'S NEWS

Broadcast TV

Judy Kan to vice president, miniseries and movies-of-the-week, Imagine Films Entertainment, Los Angeles, from director of drama development, NBC, Los Angeles.

Michael Lang to vice president and assistant to the president of broadcast operations and engineering, ABC Television Network Engineering, New York, from senior general attorney, labor relations, East Coast, Capital Cities/ABC. Also, Mary Frost to director, telecommunications operations, broadcasting and engineering, from director of satellite operations, ABC News.

Duane Dargis to general manager, KLAX-TV, Alexandria, La., from general sales manager.

Bruce David Klein to principal, Atlas TeleCommunications, New York, from program director, WLIG-TV, Long Island, N.Y.

Michael Peikoff to vice president, publicity, Fox Broadcasting Co., Los Angeles, from director, public relations. Also, Del Mayberry to controller from director, corporate audit department, Fox Inc.; James Botko to manager, long-form productions, from director of acquisitions, Image Organization, Los Angeles; and Greg Sneed to director, corporate audit department, Fox Inc., from manager, corporate audit department.

Jean Bonini to director of labor relations, Reeves Entertainment Group, Burbank, Calif., while continuing as director, business affairs. Also, David Wood to director of business and legal affairs from director of legal affairs; and San Romero Sweeney to manager, contract administration, from administrative assistant, contract administration, ABC Entertainment, Los Angeles.

Joe Canty to general sales manager, KTTU-TV, Tucson, Ariz., from senior vice president, independent Television Sales, KNXV-TV, West Palm Beach, Fla.

Gré Brissette to local sales manager, WRCB-TV, Chattanooga, Tenn., from local sales manager, WRDW-TV, Augusta, Ga.

Debbi Casini to executive producer, producer of programming, WTAE-TV, Pittsburgh, from producer.

Kristen Yamamoto to production manager, KSBW-TV, Salinas, Calif., from associate producer/unit manager, "PM Magazine/This Evening," San Francisco.

Jeffrey Gray to director of creative services, WITI-TV, Milwaukee, from consultant and five-language motion picture producer, New York. He replaces Anne Clasen, who is now director of research.

Blake Bryant to art director, a new post, KHJ-TV, Los Angeles, from electronic graphics supervisor, WLAF-TV, Tampa.

Perry Sandlewich to art director, WQDT-TV, Dayton, Ohio, from acting art director, W1SH-TV, Indianapolis.

Terry Fox to assistant chief engineer, WUSA-TV, Washington, from maintenance supervisor.

Robin Hardin-Bailey to communications specialist, WXYZ-TV, Southfield, Mich., from producer, WXYZ Radio, Detroit.

Cable TV

Robert Merriles to president, Northeast division, Paragon Communications, Mahwah, N.J., from vice president, finance, Northeast division. Also, Charles White to vice president and general counsel, Paragon Cable Manhattan, from general counsel.

F. Blair Schmidt-Fellner to vice president, TBS Sports, and executive in charge of development, Southeastern regional sports network, Atlanta, from director of business development, Turner Broadcasting System. Also, Deborah Karter to vice president of business affairs, Turner Cable Network Sales, from assistant general counsel, TBS.

Arthur Bell to vice president of programming operations, The Comedy Channel, New York, from vice president of administration.

Robert Pick to managing director, of corporate development, Comcast Corporation, Philadelphia, from managing director of finance for Bell Atlantic Enterprises in Philadelphia.

Ann Garfield Black to director of specials, Lifetime Television, Astoria, N.Y., from documentaries producer, ABC News, New York. Also, Gay Spanos to director of studio operations, from manager of technical and production scheduling, WABC-TV, New York; and Helen Johnson to manager of sales and office administration from supervisor.

Elaine Parrish to regional vice president, South central region, Showtime Networks in Dallas, from regional director for the Houston office. Also, LaVida Dowdell to director of trade marketing in New York, from account supervisor for Ogilvy & Mather Advertising in New York.

David Forier to Western manager, a new position, Group W Sports Marketing, Los Angeles, from manager of business development, Prime Ticket Network, Los Angeles.

Gene Bormann to vice president, sales, Atlantic Satellite Communications, Northvale, N.J., from sales and operations consultant.

Journalism

Mark Pimentel to news director, WCBD-TV, Charleston, S.C., from executive producer, WSB-TV, Atlanta.

Andrea Parquet to producer, weekend and midday news, WXYZ-TV, Southfield, Mich., from news writer.

Margaret Lowrie to general assignment reporter, CNN, Chicago, from reporter, WINK-TV, Fort Myers, Fla.; also, Bella Shaw to co-anchor, "CNN Showbiz Today," Los Angeles, from news anchor, CNN, Atlanta.

Mike Browning to 6 p.m. co-anchor, WAND-TV, Decatur, Ill., from anchor/political reporter, KTVH-TV, Little Rock, Ark., Glen Horn to weekend co-anchor from reporter; and Lisa Kiava to weekend co-anchor from reporter/anchor, KOMU-TV, Columbia, Mo.

Diane Roberts to co-anchor, WOTG-TV, St. Petersburg, Fla., from weekend anchor and medical reporter, WSN-DU-TV, South Bend, Ind.

Syndication

Ellen Endo-Dizon to senior vice president, Republic Pictures Productions, Los Angeles, from vice president, MGMM Broadcasting Television Productions, Los Angeles.

Neil Strum to director of business and legal affairs, MTM Enterprises, from senior attorney, ABC-TV, Los Angeles.

Stephen Barbour to sales manager, Southeast region, MCA TV, Atlanta, from vice president, sales, Southeast region, Turner Cable Network Sales, Atlanta. Also, Rick Shaw to sales manager, Southeast region, Dallas, from Southwest regional sales manager, Group W Productions, Dallas.

Other

Robert Vaught to vice president, Radio-Television News Directors Association, Washington, from vice president of membership and conferences.

Wayne Roth has been elected to a second term as chairman of National Public Radio, Washington, D.C., from executive director. Also, Douglas Bennet has been re-elected president of the Caucus for Producers, Writers and Directors, Los Angeles.

Lauren "Pete" Belvin to mass media adviser to Chairman Al Sikes, Federal Communications Commission, Washington, D.C., from deputy chief of staff, Blackwell, Sandifer, Maiben, Weary and Lombardi, Kansas City, Mo. Also, Steve Kaminer to senior legal adviser to Commissioner Sherrie Marshall from deputy chief, policy and rules division, Mass Media Bureau, FCC.

Pam Ruben Golum to senior vice president, National Radio Sales, Los Angeles, from vice president, Los Angeles. Also, Larry Guest to vice president, Group W Enterprises, Los Angeles, from vice president.

Judy Denenholtz to vice president, domestic and international anti-piracy, Walt Disney Studios, Burbank, Calif., from senior director, The Walt Disney Co., Burbank.

Al Doyle, founding partner of 20/20 Inc., Seattle, has been named chief executive officer.

Stanton Rutledge to executive vice president, vice president, marketing/production, American Film Technologies, Los Angeles, from APT producer.

Jim Schoonmaker to Southeast regional sales manager, WORL TV, Orlando, Fla., from vice president, The Dub Centre, Atlanta, from account executive, Creative Post, Atlanta.

Tony Low to director of marketing/West, Los Angeles, from account executive, Independent Television Sales, Los Angeles.

Elaine Arons to account executive, Telephone Entertainment Network, New York, from account representative, Einstein and Sandom, New York.

Obituary


Send us your 'Who's News'

Who's News is an editorial feature compiled weekly by our Chicago staff. Submit items to Sarah Karon, ELECTRONIC MEDIA, 975 N. Rush St., Chicago, Ill., 60611, 312-649-5465.

All submissions, please include the following information for both the new position and the former position: full title, company, base location.

Failure to provide the correct information will delay our ability to process your items. Notice should also include a telephone number in case clarification is needed.

Black and white photographs are welcome. Decisions on wording, selection and substance are made entirely by the Electronic Media editorial staff.
The following are items released by the Federal Communications Commission from Oct, 3 to 10:

**TV station sales**

- **City and station:** Cincinnati, WISH-TV Channel 4
  **Seller:** Channel 64 Acquisition, Denver
  **Buyer:** Cincinnati TV Mgmt, Inc, Boston
  **Price:** $58 million

**Notes of interest:** At the time of filing, ARBY Communications Master Ltd. was the sole general partner of WNKU TV-54 Ltd., licensee of WNKU-TV, Bowling Green, Ky. NPF transmitters are a real property interest in the Federal Communications Commission an application for a construction permit for a new FM station on Channel 293.

- **Date granted:** Sept. 25.
- **Price:** $200,000
- **Seller:** Haines City Public Radio, Haines City, Fla.
- **Buyer:** Gateway Broadcasting Corp, Amsterdam, N.Y.
- **Notes of interest:** At the time of filing, Gateway Broadcasting Corp was the parent of Community Service Broadcasting Corp., licensee of WCVS-AM, Amsterdam, N.Y.

- **Date granted:** Sept. 25.
- **Buyer:** Region 56 TV Network, Radnor, Pa.
- **Seller:** Texas American Broadcasting, Inc., Dallas, Tex.
- **Price:** $4.3 million

**Notes of interest:** At the time of filing, the Gateway Broadcasting Corp. was the sole general partner of WCSS-AM, Amsterdam, N.Y.

- **Price:** $0
- **Date granted:** Sept. 25.
- **Buyer:** Mr. & Mrs. Michael E. Swygert, 3002 Ingram Rd., Nashville, Tenn.
- **Seller:** Paul Bunyan Broadcasting, Inc., Bemidji, Minn.
- **Price:** $0

**Notes of interest:** At the time of filing, Mr. Swygert, an officer, director and sole shareholder of Paul Bunyan Broadcasting, Inc., was the executive vice president of Temple University, licensee of the non-commercial educational station WRTI-FM, Philadelphia, and president and chairman and served on the board of directors of Granite and Atlantic.

- **Date granted:** Sept. 25.

- **City and station:** Jacksonville, Texas, KETV-TV Channel 58
  **Seller:** Dallas Based Broadcasting Co, Dallas, Tex.
  **Buyer:** Regional TV Network, Redwood, Calif.
  **Price:** $230,000

- **Date granted:** Sept. 25.

- **City and station:** Danville, Ky., WDKY-Channel 58
  **Seller:** WDKY License Company, Lexington, Ky.
  **Buyer:** MMC Television Corp., Chicago, Ill.
  **Price:** $3.5 million

- **Date granted:** Sept. 25.

- **City and stations:** Honolulu, WMYG-TV Channel 44; Luray, Va., WYFT-FM; Gaffney, S.C., WYFG-FM; North Augusta, S.C., WYFH-FM; Eustis, Fla., WKID-AM-FM (1,000 watts); Palmer, Ark., KUZN-AM-FM (5,000 watts).

**Notes of interest:** The Poynter Institute for Media Studies, a non-profit, non-stock corporation which operated twelve radio stations and WMYG-AM-FM, a non-commercial educational station was a non-profit, non-stock corporation.

- **Price:** $0
- **Buyer:** Granby Broadcasting Corp., Fort Wayne, Ind.
- **Seller:** Fred K. Johnson, Dallas, Tex.
- **Date granted:** Sept. 22.

**Notes of interest:** Al the time of filing, ABRY Communications was the parent of Granite and RJR, and was the president and chairman and served on the board of directors of Granite and Atlantic.

- **Date granted:** Sept. 25.

**Radio station sales**

- **City and stations:** Abingdon, Va., WABY 1590 AM (1,000 watts during days); Plymouth, N.C., KWGN 95.7 (5,000 watts).

**Notes of interest:** At the time of filing, Granite Broadcasting Corp., was the licensee of WEEK-TV, People, R.I., and the owner of 100 percent of the outstanding stock of RNR Communications.

- **Price:** $115,000

- **Date granted:** Sept. 25.

- **City and stations:** Buena Vista, Fla., WRCF 1170 AM (1,000 watts daytime); Easton, Fla., WKID 1270 AM (3,000 watts daytime); Mt. Dora, Fla., WYRK 1340 AM (1,000 watts daytime).

**Notes of interest:** At the time of filing, WSRF Broadcasting, Lawrenceburg, Ky., was the sole general partner of WRCF-AM, licensee of WRCF AM-FM.

- **Price:** $0

- **Date granted:** Sept. 25.

- **City and station:** New York, WBNL 1830 AM (5,000 watts).

**Notes of interest:** At the time of filing, Granite Broadcasting Corp. was the parent of Granite and Atlantic.

- **Price:** $4.5 million

- **Date granted:** Sept. 25.

**For Broadcast Journalists**

At the Poynter Institute great journalism is our goal. We look for it. We celebrate it. We help create it. Over the past fifteen years, we have trained nearly 1,500 working journalists to seek and achieve excellence in broadcast journalism. In 1990, for the first time, we will offer that training for broadcast journalists. Won’t you join us?

For 1990 calendar and seminar application forms, call Leidy Reventlow at (312) 821-9494.
CALANDER

October

Oct. 16, National Academy of Television Arts & Sciences' special Emmy Recognition Award to the site of the 1990 Marconi Awards, at Rajoyn Award. 3, Inc. Information: Denise Turner, 813-626-3340.

Oct. 18, Technical seminar sponsored by the south Florida Cable Television Engineers, Holiday Inn Air, Information: Mike Latham, 212-826-3340.


Oct. 21, Society of Motion Picture & Television Engineers 131st technical conference and equipment exhibition, Los Angeles Convention Center, Los Angeles. Information: Chris Smith, 203-242-4242.

Oct. 22-Dec. 30, This Is NBC Chicago exhibition sponsored by the Museum of Broadcast Communications, River City, Chicago. Information: Joan Dry, 312-987-1512.


Oct. 23-28, Manila '89, Third World Cable and Marketing Congress focusing on communication issues in a global marketplace, Philippine International Convention Center, Manila, Philippines. Information: Dee Fernandes, 212-682-8714.

Oct. 24, 1989 Advertising sales work shops, sponsored by MTV Networks, for cable systems' and inter connect's advertising sales/marketing management and account executives, Marriott Long Wharf, Boston. Information: Carol Garcia, 212-844-5607.


Oct. 24, Advertising sales workshops, sponsored by MTV Networks, for cable systems' and inter connect's advertising sales/marketing management and account executives, Marriott Long Wharf, Boston. Information: Carol Garcia, 212-844-5607.


Oct. 25, Women in Cable New York chapter presents Beyond the Box, No. 4, Viacom Communications Interactive Conference, Clare Sten, 212-532-6680.

Oct. 25, Drop-in luncheon sponsored by the National Academy of Television Arts & Sciences, Academy with guest speakers from 11th annual conference group of the Society of Cable Television Engineers, New York. Information: Ellen Murray, 212-765-2450.


Oct. 27, USA Network local advertising seminar, Grand Bay Hotel, Miami. Information: Pam Stuart, 212-408-9147.


Oct. 31, Radio Advertising Bureau regional meeting geared to increasing sales and profits, Hyatt Regency-Orlando, Orlando, Fla. Information: Joan Voukides, 212-254-4800.

Oct. 31, Communications Day '89 sponsored by the International Society of Electronic Communications, sponsored by Newport Beach, and expo, Westpark Hotel, Rosslyn, Va. Information: Dean Dykema, 301-228-2245.

November


Nov. 3-5, Radio Advertising Bureau regional meeting geared to increasing sales and profits, JW Marriott, Washington. Information: Joan Voukides, 212-254-4800.

Nov. 4, Chicago Access Network festival '89 awards presentation and celebration sponsored by the Chicago Access Corporation, Dtila City Lights, Chicago. Information: Arcadia Letkemann, 312-737-7300.


Nov. 8, Community Broadcasters Association regional seminar and conference, Riviera Hotel and Convention Center, Las Vegas. Information: Collette Carey, 413-784-5977.


Nov. 8, Technical seminar sponsored by the Oklahoma Society of Cable Television chapter, Apwheelows Restaurant, Oklahoma City. Information: Ronnie Henderson, 405-533-2520.

Nov. 9, 10, Marketing to Histics, sponsored by the Institute for International Research, New York. Information: Jim Sullivan, 212-826-3340.

Nov. 9-10, 20th Annual Radio Conference sponsored by the University of Chicago, Holiday Inn Mart Plaza, Chicago. Information: Pam Stuart, 212-408-9147.

Nov. 10, USA Network local advertising seminar, Westin Galleria, Houston. Information: Pam Stuart, 212-408-9147.


Nov. 13, 13th Academy of Television Arts & Sciences luncheon with speaker Jack Valenti, president and chief executive officer, Television Academy, Los Angeles. Information: Pam Stuart, 212-408-9147.


Nov. 15-17, Television Bureau of Advertising fourth annual conference and exhibition, Riviera Hotel and Convention Center, Las Vegas. Information: Pam Stuart, 212-408-9147.

We are pleased to announce FCC approval and release of our recent transaction.

$45,820,000

KWQC-TV (NBC) Davenport, Iowa

SOLD TO

BROAD STREET TELEVISION, L. P.

HOWARD E. STARK

Meadville, Indiana

575 Madison Avenue
New York, N.Y. 10022
(212) 355-0406

Cable Access - Cable Access - Cable Access

SOLD TO

BROAD STREET TELEVISION, L. P.

HOWARD E. STARK

Meadville, Indiana

575 Madison Avenue
New York, N.Y. 10022
(212) 355-0406

We are pleased to announce FCC approval and release of our recent transaction.

ECULTICAL MEDIA

October 16, 1989
STOP THE MUSIC!

January 15-19, 1990

Conference features include:

- Seminars on Promotion, Advertising, Syndication, and Hot Issues
- Minority Advertiser Supported Programming Workshop
- View from Washington
- Primetime '90's: Movers and Shapers
- Movin' Up or Movin' Over
- Catching the Program Wave
- Fighting Fragmentation
- USC Management Seminars
- Cable Opportunities for Broadcasters
- International Seminars
- The 23rd Annual Iris Awards

The 1990 NATPE International Conference promises to be an exciting and professional environment for business and entertainment. Peer into the 1990's, make contacts, make contracts . . . and all that jazz!

. . . and take a break from New Orleans' exciting scenery and atmosphere to find out what the future of the television industry holds for the 1990's at the NATPE International Conference, **Challenges in the Next Decade**. Between conference activities enjoy the exciting ambiance of New Orleans. From red-hot jazz to red-hot cuisine, the city has something to suit every palette.

For more information contact:
NATPE International
Los Angeles Offices:
10100 Santa Monica Blvd.
Suite 300, Los Angeles CA 90067
(213) 282-8801
CONTACT: Philip Corvo, President

London Offices:
(011/493) 5029
CONTACT: Peter Lord, European Representative

Latin American Offices:
(562) 251-6577
CONTACT: Maricio Calle, Latin American Representative
Help Wanted

**News Promotion Writer/Producer**

WCVB-TV Boston seeks an enthusiastic and talented Promotion Writer/Producer to create-on-air promotions for news series, specials and live events. Payment if you are the Best of the Best. This is a chance to make your mark in the news business.

- **Responsibilities:**
  - Develop and produce on-air promotions for news series and specials.
  - Write and produce live events.

- **Qualifications:**
  - Minimum 2-3 years of on-air promotion experience.

Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.

**Equal Opportunity Employer**

---

**WCVB-TV Has the Following Openings:**

1. **ANCHOR/REPORTER:** Duties include: Anchor-weekend newscast/produce. General assignment reporting. Edit and ability to shoot own material helpful. Journalism degree required with reportorial experience.

   - **Responsibilities:**
     - Anchor-weekend newscast/produce.
     - General assignment reporting.
     - Ability to shoot own material.

   - **Qualifications:**
     - Journalism degree required with reportorial experience.

   Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.

---

**Help Wanted**

**VIDEO PRODUCTION TECHNICIAN**

NECN-TV Boston is looking for an experienced Production Technician to work in a fast-paced environment. The successful applicant must have a Bachelor's Degree in Electronic Media and have experience in production, editing, and technical skills. This position requires a strong ability to work independently.

Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.

---

**Help Wanted**

**NEWSPROMOTION WRTWR/PRD**

WCVB-TV Boston seeks an enthusiastic and talented Promotion Writer/Producer to create-on-air promotions for news series, specials and live events. This is a chance to make your mark in the news business.

- **Responsibilities:**
  - Develop and produce on-air promotions for news series and specials.
  - Write and produce live events.

- **Qualifications:**
  - Minimum 2-3 years of on-air promotion experience.

Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.

---

**Help Wanted**

**WEATHER WRITERS/PRODUCERS**

WCVB-TV Boston seeks talented and creative Weather Writers/Producers to create on-air promotions for news series and specials. This is a great opportunity for someone who is looking to make a mark in the news business.

- **Responsibilities:**
  - Develop and produce on-air promotions for news series and specials.
  - Write and produce live events.

- **Qualifications:**
  - Minimum 2-3 years of on-air promotion experience.

Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.

---

**Help Wanted**

**GENERAL ASSIGNMENT REPORTER**

WCVB-TV Boston seeks an experienced General Assignment Reporter to cover news events in the New England region. This is a great opportunity for someone who is looking to make a mark in the news business.

- **Responsibilities:**
  - Cover news events in the New England region.

- **Qualifications:**
  - Minimum 2-3 years of experience in General Assignment Reporting.

Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.

---

**Help Wanted**

**NATIONAL NEWS PROMOTIONS WRITER**

WCVB-TV Boston seeks a talented and creative National News Promotions Writer to create on-air promotions for news series and specials. This is a great opportunity for someone who is looking to make a mark in the news business.

- **Responsibilities:**
  - Develop and produce on-air promotions for news series and specials.
  - Write and produce live events.

- **Qualifications:**
  - Minimum 2-3 years of on-air promotion experience.

Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.

---

**Help Wanted**

**VIDEO PRODUCTION MANAGER**

WCVB-TV Boston seeks an experienced Video Production Manager to lead a team of professionals in the creation of on-air promotions for news series and specials. This is a great opportunity for someone who is looking to make a mark in the news business.

- **Responsibilities:**
  - Lead a team of professionals in the creation of on-air promotions.
  - Oversee all aspects of video production.

- **Qualifications:**
  - Minimum 5 years of experience in video production.

Interested applicants should send resume and reel to Carol Nicholson, Personnel Dept., 9 TV Place, Needham, MA 02192. No phone calls please.
## Classified Advertising

To place a Classified ad in New York call Tina Saposato (212) 210-0204, in L.A. call Lisa Padilla (213) 651-3710.

### Jobs

#### Employment Svs.

**10,000 RADIO and TV JOBS!**

The most complete list of job openings ever published by any publication up to the minute, computer printed, and mailed to over 150,000 advertisers as many as 300 weekly.

All formats, all market sizes, all positions! Many jobs for beginners and minorities.

**SPECIAL SIX WEEKS** $15.95 **SAVE** $20.00

**MONEY BACK GUARANTEE**

Fax this tear-out to:

American Radio

Market

1535 S. Eastern, Las Vegas, NV 89169

### Station Services

**15 years.**

| ABC/O&Os | WALA-TV |
| CBM/O&Os | WSFA-TV |
| NBC-TV | WVTU |
| WDAF-TV | KMCH-TV |
| WIRC-TV | KOB-TV |
| KTVX | WIS-TV |
| WPXI-TV | WXF-TV |
| KMNZ-TV | WDLZ-TV |
| KYOS | KGUN |
| WLOS-TV | KNTV |
| WTVT | WAPA-TV |
| KTB-CO | KLAS-TV |
| WDSU-TV | WITN-TV |
| WAGT-TV | KREM-TV |
| WBOC-TV | WRDW-TV |
| WRCB-TV | WSYX-TV |
| WKRC-TV | WQLN-TV |

Just some of the clients served over the years.

Every effort is made in filling a station's promotion and design needs.

George Rodman Associates

200 Clock Tower Place

Carmel, CA 408/616-1630

#### Classified

Looking for highly qualified candidates to fill positions in management, sales, marketing, on-camera, production, technical or other areas of broadcast or cable operations?

**ELECTRONIC MEDIA CLASSIFIED**

is for you!

---

### Broadcast TV

**KOHU-TV** in Houston is seeking a TV research/marketing analyst with a minimum of two years experience and a college degree. Candidate must be proficient with switcher, ADO, producer with experience for an immediate opening. Send writing samples, tapes and resumes to Mike McPhillips, news director, WXRT, 4949 N. Damen Ave., Chicago, III. 60641. Phone: 312-777-1700.


**Wrap:**

- **JOBS**
- **Station Services**
- **Employment Svs.**
- **Classified**

---

### American Federation of Television and Radio Artists

In addition to the jobs listed above, the American Federation of Television and Radio Artists offers service for the unemployed in the following areas of the country:

- **ABC O&Os**
- **CBS O&Os**
- **NBC-O&Os**
- **Other**

### Classified Rates

#### Display Rates:

**Display ads** are $63.00 per column inch. Greater frequency rates are available. Display advertising is available in minimum units of 1 inch or larger.

**Non-Display Rates:**

Non-display classified ads (straights) are $1.10 per word with a minimum charge of $22.00 per advertisement.

### Classified Classified

**Newspaper Classifieds**

- **Classified Advertising**
- **1-900-234-INFO ext. TV ow**
- **1553 N. Eastern Dv F**
- **10,000 RADIO and TV JOBS!**
- **ATTENTION: ADVERTISERS**
- **1553 N. Eastern, Las Vegas, NV 89101**
- **JOB MARKET**

---

### Other

- **Brockway Broadcasting Corp.** in New York is seeking a sales representative with at least two years experience. Will consider ad agency or rep firm. Resume and samples to Neil Parker, news director, WXRT, 4949 N. Damen Ave., Chicago, III. 60641.

---

**Classified**

- **Sherlee Barish & Associates**
- **Jeff Lovins, director of research, KHOU-TV, 1945 Allen Parkway, Houston, Texas**

---

**Classified**

**WLBK/WDEK** in DeKalb, Ill., is seeking a design manager to create detailed layouts that we typeset. Familiarity with both Mac and PC is required. Send resumes and portfolio to Mike McPhillips, news director, WXRT, 4949 N. Damen Ave., Chicago, III. 60641.
**SEASON-TO-DATE RATINGS (AVERAGES)**

<table>
<thead>
<tr>
<th>NETWORK PRIME TIME</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABC</strong></td>
<td>(13.6)</td>
</tr>
<tr>
<td><strong>CBS</strong></td>
<td>(12.7)</td>
</tr>
<tr>
<td><strong>NBC</strong></td>
<td>(15.9)</td>
</tr>
</tbody>
</table>

**NETWORK EVENING NEWS**

<table>
<thead>
<tr>
<th><strong>ABC</strong></th>
<th>(9.9)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CBS</strong></td>
<td>(10.2)</td>
</tr>
<tr>
<td><strong>NBC</strong></td>
<td>(9.2)</td>
</tr>
</tbody>
</table>

**NETWORK DAYTIME—SEPT. 22 TO SEPT. 29**

<table>
<thead>
<tr>
<th><strong>ABC</strong></th>
<th>(5.2)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CBS</strong></td>
<td>(5.5)</td>
</tr>
<tr>
<td><strong>NBC</strong></td>
<td>(3.5)</td>
</tr>
</tbody>
</table>

**SEASON-TO-DATE RATINGS SHARES OF PRIME-TIME PROGRAMS FROM SEPT. 18 TO OCT. 8**

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

<table>
<thead>
<tr>
<th><strong>WABC</strong></th>
<th>(11.0)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WCBS</strong></td>
<td>(10.2)</td>
</tr>
<tr>
<td><strong>WNBC</strong></td>
<td>(12.0)</td>
</tr>
</tbody>
</table>

**LOS ANGELES 11 P.M. NEWS**

<table>
<thead>
<tr>
<th><strong>KABC</strong></th>
<th>(6.8)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KCBS</strong></td>
<td>(6.0)</td>
</tr>
<tr>
<td><strong>KNBC</strong></td>
<td>(7.8)</td>
</tr>
</tbody>
</table>

**CHICAGO 10 P.M. LOCAL NEWS**

<table>
<thead>
<tr>
<th><strong>WLS</strong></th>
<th>(15.1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WBBM</strong></td>
<td>(13.1)</td>
</tr>
<tr>
<td><strong>WMAQ</strong></td>
<td>(14.1)</td>
</tr>
</tbody>
</table>

**IN THE SPOTLIGHT**

**Recent World Series ratings/shares**

<table>
<thead>
<tr>
<th>Teams (winners)</th>
<th>Ratings/shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981 N.Y. Yankees vs. L.A. Dodgers</td>
<td>29.9/49</td>
</tr>
<tr>
<td>1982 Milwaukee Brewers vs. St. Louis Cardinals</td>
<td>27.9/49</td>
</tr>
<tr>
<td>1983 Baltimore Orioles vs. Philadelphia Phillies</td>
<td>21.6/40</td>
</tr>
<tr>
<td>1984 Detroit Tigers vs. San Diego Padres</td>
<td>22.6/40</td>
</tr>
<tr>
<td>1985 St. Louis Cardinals vs. Kansas City Royals</td>
<td>25.3/40</td>
</tr>
<tr>
<td>1986 N.Y. Mets vs. Boston Red Sox</td>
<td>28.8/45</td>
</tr>
<tr>
<td>1987 St. Louis Cardinals vs. Minnesota Twins</td>
<td>24.0/40</td>
</tr>
<tr>
<td>1988 Oakland Athletics vs. L.A. Dodgers</td>
<td>23.9/39</td>
</tr>
</tbody>
</table>

**Source:** Nielsen Media Research
U.S. syndicator aims at worldwide market

By WILLIAM MAHONEY
Los Angeles bureau chief

LOS ANGELES—Allied Communications Inc., a new distributor, has forged into internationally syndicate several independent producers’ long-form product.

The newly formed company, which is focusing on syndicating made-for-television movies and miniseries, named Fred Haber to oversee its international operations.

Mr. Haber, who has been representing alicial for nearly five months, was recently named president of ACI International, the company’s overseas division.

It has been operating Alfred Haber Inc., an international distribution and marketing firm that has distributed all types of TV programs, specializing in network music and variety specials.

As part of his deal with ACI, Mr. Haber will continue to operate his own company.

ACI’s attendance at the MIPCOM market in Cannes, France, last week marked the company’s first official visit to Europe.

Haber will continue to operate his existing syndication business, which is focusing on syndicating producers’ long-form product.

Haber’s role within ACI will be to oversee the company’s international operations.

The recent appointment of Mr. Haber, who will be ACI’s one-man sales force, marks the latest step in the new company’s development.

ACI will be a lean operation, part of the reason the producers who have formed it are used to working together in June to form ACI.

Leonard Hill, president of Leonard Hill Films, and John Avnet, president of the Avnet/Kerner Co., serves as ACI’s president.

The firm was originally called Alliance Communications Inc., but now it is called Allied Communications Inc.

The recent appointment of Mr. Haber, who will be ACI’s one-man sales force, marks the latest step in the new company’s development.

ACI will be a lean operation, part of the reason the producers who have formed it are used to working together in June to form ACI.

Leonard Hill, president of Leonard Hill Films, and John Avnet, president of the Avnet/Kerner Co., serves as ACI’s president.

The firm was originally called Alliance Communications Inc., but now it is called Allied Communications Inc.

Together the eight companies represent 11 independent producers, some of which had participated in the syndicator The Movie Alliance before banding together in June to form ACI.

The executive producer for "CBS This Morning" is Eileen Ming Eurose, and the executive producer for "CBS Evening News" is John Day.

"CBS Evening News" is one of the programs that will be distributed by ACI.

The company’s first product will be the "CBS News" special, "The President's Press Conference," which will air on Thursday, November 7.

In addition to the "CBS News" program, ACI will also distribute the "CBS Evening News," "CBS This Morning," and "CBS Saturday Night."
Joyella named Tvb chief

While the controversial rules, which are scheduled to go into effect Jan. 1, cable operators may have to black out programs on distant broadcast TV signals when local broadcasters acquire exclusive rights to shows.

Yet parties with major stakes in the cable TV business are asking the court to throw out the regulations on a variety of grounds, including the argument that the rules run afoul of cable operators' First Amendment rights.

As of early last week, many supporters and opponents of the rules appeared to believe that the regulations had a 50-50 chance of surviving in the court.

"It's a tossup," says Preston Padden, president of the Association of Independent Television Stations. "It could depend on what side of the bed the judges get up on that day."
The European Community has urged that its member countries air no more than 50 percent of non-EC television programming. Many European countries already have quotas in place, some more strict than the EC directive. Of the non-EC programming occupied about 23 percent of airtime throughout the continent in 1987, according to the European Institute for the Media.

Prior to the EC's recent decision, this is how various countries stood on their quota requirements:

**Belgium**

Since 1983, the French and Flemish portions of the country have had slightly different requirements. Private French-language television in Belgium must produce 20 percent of its material in that language. The Flemish portion of the country requires that the BRT, the Flemish-language network, be responsible for supporting the Dutch-speaking culture and requires that private television stations air 20 percent Flemish-language programming for the first and second years, rising to a minimum of 50 percent by the fifth year.

**Denmark**

The county has no specific quota requirements.

**France**

Each French television station has an individual quota specific limits on how much advertising, music, films, and other programming it can air. The EMF has been able to lower this by station, but many are required to aim a minimum of 60 percent EC programming and 50 percent original French-language programming for films and general entertainment shows. Also, the use of English in advertisements is prohibited.

**Greece**

The country has no specific quota, but the Greeks have specific requirements regarding Greek language for television shows broadcast on Cyprus.

**Ireland**

Ireland has no specific quota, but the government is in the process of revising the broadcasting law.

**Italy**

Local broadcasters must fill at least 10 percent of their weekly schedule with their own productions. For national broadcasters, the figure is 20 percent.

For RAI, the national public service channel, 30 percent of its shows must be produced in-house. No show can be aired on Italian television without an Italian soundtrack.

**Luxembourg**

Luxembourg has no specific quotas. What laws there are largely give support for the presence of Luxembourg television station CLT.

**Netherlands**

The country has no specific arrangement for program quotas relative to broadcasting. A new broadcasting law has to devote half of its programming to in-house productions commissioned by the organizations from outside producers. Cable and pay TV must contain some proportion of programming of a Dutch character.

**Portugal**

Portugal has no specific quota at the moment. A new Portuguese media law is expected to bring some form of quota within the next 16 months.

**Spain**

The country has passed a completely new broadcast law approved by the Spanish Parliament earlier this year. It requires that all Spanish TV stations produce 15 percent of their own programs; 40 percent must be broadcast from their country, and 55 percent must be Spanish-language originals.

Another provision of the new law is that 40 percent of commercial films shown each month must be of EC origin and half of that figure must be comprised of Spanish-language originals.

**Switzerland**

Switzerland is not a member of the EC and has no specific quota requirements.

Previously, there was a statute covering the Swiss Broadcasting Co. which said it must support and develop cultural values.

**United Kingdom**

A voluntary quota of 14 percent for non-European material makes this country the toughest EC member regarding quotas.

The BBC and the Independent Broadcasting Authority, which oversees independent stations, made the rule for themselves. However, it doesn’t apply to satellite programming such as Sky Television, the government is set to bring in laws that will allow criminal charges to be brought against those companies that air or support through advertising any pornographic or obscene programs.

**West Germany**

This is perhaps the most confusing of the European countries as the 13 states (or Länder) that make up the Federal Republic each have their own broadcast laws. There is no specific quota requirement.

(Continued from Page 3)

**Quotas: What can Europeans watch?**

**on an ongoing basis**, said Barbara Dixon, an MPAA spokeswoman.

**Spokesperson at some of the European embassies in Washington attempted to explain the directive.**

"We voted for the directive partly because we thought the industry was going to be protected against pornography," said Francis Cornish, public affairs consultant at the British Embassy.

"This is non-nadatory. It is a statement of intent. We genuinely do not believe the directive will have any real impact on the world’s programming exports to Europe," he said. "It has no teeth in it."

"On the other hand, we do believe that the majority of British programming is already European.

Daniel Labrosse, a spokesman for the French Embassy, said that roughly 30 percent of European programming is imported from the United States.

Sean Kelly in London contributed to this report.
NBC enters fray for MGM/UA

(Continued from Page 1)

In an interview with Electronic Media last week, Jeffrey Barbakow, chairman, president and chief executive officer of MGM/UA, said the movie and TV production company might still go to another bidder but declined to elaborate.

Though Qintex and NBC officials declined comment on the details of their verbal equity agreement, sources close to the situation said NBC would be a minority co-owner of the studio by investing at least $200 million in exchange for a special class of stock that would have special voting rights.

Other confirmed equity partners such as Britain's Rank Organization also would be issued the special class of stock.

Sources say a majority of the $1 billion in equity capital needed for the deal would come from Japanese sources, presumably those who regularly do business with Qintex, including Mitsui & Co. Ltd. and Nippon Shupan Co. Ltd.

Top NBC executives also would be appointed to the new MGM/UA board so that NBC would have some control of the studio, sources said.

However, Qintex would be the majority owner and would oversee the studio's daily management, sources said.

Because of the financial interest and syndication rules, which prohibit the broadcast networks from profiting from syndication sales of TV programs, MGM/UA's syndication operations would be spinned off into a separate entity that NBC has no control over.

The firm's investment would be structured so that revenues from syndication sales could funnel back to the MGM/UA studio's original theatrical film and television production operations.

"We do have a formula. It works, and it complies with the laws restraining network involvement in program syndication and profit participation," said a source close to the situation.

"NBC would have substantial interest and investment in a deal. The text of a written agreement with NBC has been worked out, but it has not been signed because Qintex still is waiting for reaction from the MGM/UA board," said a Qintex executive who asked not to be identified.

Although top NBC officials declined comment on the matter, Joseph Rutledge, an NBC spokesman, said Friday, "NBC clearly is interested. We've had significant discussions, but the ball is now in someone else's court. We'd like to see talks resume, but we're not aggressively pursuing anything."

Qintex has been discussing NBC's possible equity participation in the MGM/UA takeover last March. But NBC required Qintex to arrange firm commitments from other equity partners, which would diusse specific details, sources said.

Qintex officials last week said they had planned to detail their participation in the deal, which was only recently negotiated, at an Oct. 10 MGM/UA board meeting when the studio abruptly terminated the talks.

"I think there was a lot of misunderstanding about what commitments we had that MGM still has not allowed us to clarify," said Qintex's Mr. Wallace.

A lawsuit filed by MGM/UA against Qintex in Los Angeles federal court Oct. 10 charges Qintex with breach of contract, fraud and contends that the company failed to provide any concrete evidence of equity funding by NBC or others. The suit seeks a minimum of $100 million in damages.

Qintex officials, still reeling from last week's sudden turn of events, threaten to file a similar suit against MGM/UA but had not done so at press time Friday.

NBC is closely watching the performance of new shows such as "Quantum Leap."

Jones Interable enlisting partner

By KATHY CLAYTON

Staff reporter

ENGLEWOOD, COLO.—Jones Interable is expected to announce this week that it will sign its first U.S. equity partner, which will help Jones buy some of the systems the company currently only manages.

Jones spokesman Jim Carlson said no equity partners have ever been needed for previous U.S. systems. However, in the case of the systems it will acquire all of the operations it desires.

"This will be Jones' first partner in a U.S. venture. The nation's 10th-largest multiple system operator joined last year with Pacific Telesis Group in San Francisco to build and maintain the cable television system in East London, England.

The yet-to-be-named partner will own the upcoming purchase of the systems that Jones currently manages and will not be a partner in any other area of Jones' businesses. Mr. Carlson said, "Because it allows the assets to stay with (Jones) Interable rather than be liquidated."

"Jones is a significant move," he said. "The money interable is expected to stay with (Jones) Interable rather than be liquidated."

The announcement of such a partner, while possibly pleasing, could be a positive for Jones Interable's stock.

AT PRESS TIME CONTINUED

the Scandinavian pay television market. Warner Bros., a division of Time Warner, will help Swedish Finnmedia and Telitings AB in Germany to create SF Svea, a pay TV company to be launched Dec. 1 in Sweden. "This is Warner Bros.' first investment outside the U.S. in a broadcasting pay television service," said Michael Jay Solomon, president of Warner Bros. International Television, adding, "We will not stop in Sweden."

● New York—HBO's $38 million image advertising campaign, said to be the biggest ever conducted by a pay TV program minister to date. The campaign will consist mainly of 30-second commercials that will be carried on basic cable services and will be aired on the broadcast division's "A" level, 1990. HBO's Thursday night lineup.

● Washington—NAB Friday released a claim reporting that 77.9 percent of an average radio station's ad dollars in 1988 came from local sales; 20.4 percent from national and regional advertisers; and 1.7 percent from government and administrative expenses accounted for 4 percent of the average radio station's expenses. Program and production costs accounted for 21.3 percent.

● Los Angeles—David Kirschner, former president of David Kirschner Productions here. last week was named president and chief executive officer of Hanna-Barbera Productions.
MORE THAN A MILLION READERS A WEEK Rely on the resources of Crain.

Crain Communications Inc

ADVERTISING AGE • AUTOMOTIVE NEWS • AUTOWEEK • BUSINESS INSURANCE • BUSINESS MARKETING • CITY & STATE • FLORIDA KEYS MAGAZINE
CRAIN'S CHICAGO BUSINESS • CRAIN'S CLEVELAND BUSINESS • CRAIN'S DETROIT BUSINESS • CRAIN'S NEW YORK BUSINESS
ELECTRONIC MEDIA • MODERN HEALTHCARE • DETROIT MONTHLY • HUMM'S GUIDE TO THE FLORIDA KEYS • PLASTICS NEWS • PENSIONS & INVESTMENT AGE • TIRE BUSINESS
RUBBER & PLASTICS NEWS • AMERICAN CLEAN CAR • AMERICAN COIN-OP • AMERICAN DRYCLEANERS • AMERICAN LAUNDRY DIGEST • CRAIN NEWS SERVICE • WWUS — 105 FM
IN EUROPE: ADVERTISING AGE'S EUROMARKETING • EUROPEAN RUBBER JOURNAL • URETHANES TECHNOLOGY

CHICAGO • DETROIT • NEW YORK • AKRON • CLEVELAND • DALLAS • FLORIDA KEYS • LOS ANGELES • NASHVILLE • WASHINGTON, D.C. • LONDON • FRANKFURT • TOKYO
That dashing swordsman of legend is back, fighting injustice and righting wrongs at every turn. In all-new, all-original episodes.

Set in the Old Spanish California of the early 1800's, Zorro brings back all the swashbuckling adventure you'd expect, with exciting swordplay, chases on horseback, leaps from balconies and a continuing love interest!

Filmed on location outside Madrid, Zorro stars Duncan Regehr (My Wicked, Wicked Ways, The Blue And The Gray) as the dashing hero, Efrem Zimbalist, Jr. (The F.B.I., The Life and Legend of Wyatt Earp) as his father Don Alejandro and Patrice Campisi (Beetlejuice, The Three Amigos) as Zorro's love.

Zorro is just another in a long line of original hit series on our network. And we will continue to develop and produce solid family entertainment in the coming year.

When you want to reach families in a positive environment, look for the new Zorro, coming your way in January. It's sure to make its mark on family television.

The Leader In Family Television