

Television commercials that are enjoyable to consumers are more likely to convince viewers of value of brand, according to **Ogilvy & Mather**. Study by O&M's San Francisco-based Center for Research & Development concluded that **viewers who enjoy commercial are twice as likely to be convinced that advertised brand is best**. About 16% of consumers who liked commercials "a lot" increased their preference for brand, as against only 8% for those who were neutral about TV spot. Study covered 73 prime time commercials for products ranging from coffee to gasoline. Ogilvy interviewed 895 consumers before and after they had viewed certain programs and commercials in their homes. Commented Alexander Biel, executive director of Ogilvy center: "People have complained that popular commercials win prizes but don't have an awful lot to do with sales. Now we can say likeability enhances persuasion and, at the very least, you don't pay any penalty if people enjoy your ad."

NBC says **Today had largest audience ever** during week of Feb. 10-14, reaching 5.9 million homes. For week, *Today*, which originated from Rio de Janeiro and Buenos Aires, averaged 6.9/27. ABC's **Good Morning, America** had 5.3/21 for the week, and **CBS Morning News** had 3.3/13. *Today* has now won morning ratings for 10 weeks in row. **NBC News at Sunrise** also won week with 2.4/17. That show has now won or tied for lead, for 19 consecutive weeks.

NBC will make use of **The Cosby Show** as lead-in for "special sneak preview" of **You Again** starring Jack Klugman, on Thursday, Feb. 27. New show will run from 8:30 p.m. to 9 p.m. that night. It premieres in its 8-8:30 p.m. time period on following Monday, March 3.

CBS announced **West 57th will premiere Wednesday, April 30, at 8 p.m.** Previously, CBS said *Mary* and *Foley Square*, which currently air in that time period, will move to Tuesday, 9-10 p.m., effective March 25.

Comsat reported last week net loss of \$41.5 million on revenues of record \$459 million for 1985, compared with net income of \$51.2 million on revenues of \$397.5 million. Decrease in earnings was due primarily to writedown of \$120 million on two high-power direct broadcast satellites and "related assets" and discontinuation of several other businesses. Operating income for 1985 was \$103.9 million, up 11% from \$93.7 million year earlier. Comsat



Sneak preview. CBS Entertainment screened its docudrama, *A Deadly Business*, last week (Feb. 19) at the National Press Club in Washington, and will air the movie tomorrow (March 4) at 9-11 p.m. NYT. The film deals with toxic waste disposal and is based on the true story of former convict Harold Kaufman (portrayed by Alan Arkin), whose undercover work for the FBI exposed the involvement of organized crime in the handling of toxic waste. A reception was attended by 110 people, including Arkin, co-star Armand Assante, executive producer Jim Thebaut, screenwriter Al Ramrus, FBI Assistant Director William Baker, Assistant Attorney General Henry Habicht, 10 congressmen and 12 congressional staff representatives. Above left: Arkin and Thebaut. Above right: Assante and Bob McConnell, vice president/Washington, CBS Inc.

ordered satellites from RCA Astro-Electronics in 1982 for its DB: subsidiary, Satellite Television Corp., which went out of business in late 1984. Comsat has tried without success to sell satellite since then. Satellites are still being carried on books with drastically reduced valuation, which Comsat declined to reveal.

White House is expected to nominate Republican Linda Gosden Rolinson, senior vice president of corporate affairs for Warner Amecable Cable Communications Inc., and **for seat on Corporation for Public Broadcasting board**. Formerly director of public affairs with Department of Transportation under then Secretary Drew Lewis, Rolinson would be appointed to seat left vacant by Lillie E. Herndon. **Democrat Louis (Woody) Jenkins**, Louisiana state representative for past 14 years and former radio newsmen and television announcer, had been under consideration but told BROADCASTING last week that he has withdrawn his name from nomination. Herndon seat for five-year term.

In filing last week before Superior Court of State of California attorneys representing **Reliance Insurance Co.** and others who participated with New York-based insurance holding company in its **mid-1985 acquisition of Walt Disney Co. shares**, said they should be given option of rescinding their agreement with Disney in which they sold back to company an 11.1% stake for roughly \$325 million (\$77.50 per share). Reliance group's use of roughly \$60 million profit earned in buyback last June has since been restricted by California judge at request of certain shareholders that accused group of "greenmail" and suggested agreement should be rescinded. Value of Disney stock has risen above \$120 per share, since filing of initial suits, which were consolidated into final complaint several weeks ago. In last week's counter complaint, **Reliance accused Disney of not seeking to end shareholder litigation**, although initial buyback-agreement supposedly released Reliance from legal responsibility. Suit therefore requests Reliance be given option of rescinding agreement (which shareholder suit also requested). If counter complaint is accepted, investor group could realize per profit of over \$200 million. No hearing date has been set.

World Wrestling Federation said it **would offer its Wrestlemania** lineup of wrestling matches as **pay-per-view event on April 7**. Program will air live for three hours in prime time and will be distributed by Titan Sports, parent company of WWF. Retail price will be \$15, split evenly between Titan and cable operators. Titan said it had commitments for program from systems representing 2 million addressable homes and has projected 10% buy rate from estimated 2.5 million addressable homes it expects to have on line by show time. Last March, when *Wrestlemania 1* was offered, Titan said, cable systems carrying event averaged 10% buy rate. Titan also produces wrestling programs for USA Network and, NBC and wrestling cartoon for CBS's Saturday morning lineup.

FCC has approved **sale of Family Television Corp.'s WLFL-TV (ch. 22 Raleigh, N.C., for \$14.5 million to Television Corp. Stations**, which also owns WNRW(TV) (ch. 45) Winston-Salem, N.C. Grant is subject to Television Corp.'s divesting WNRW within 12 months of consummation of deal. Signals of two stations overlap; so Television Corp.'s ownership of both would be in violation of duopoly rule.

FCC has approved **\$350,000 sale of construction permit for WTHX(TV) (ch. 8) Johnstown, Pa., by Laurel Television Inc. to Evergreen Broadcasting Corp.** Evergreen also owns WOPC(TV) (ch. 2) Altoona, Pa. Signals of that station and WTHX would overlap, so common ownership would normally be prohibited under duopoly rule. But FCC granted Evergreen permission to retain both under exception permitting such combinations when one station is operated as satellite of other. In this case, **Evergreen has proposed to operate WOPC "primarily as a satellite" of WTHX.**

CBS last week asked FCC to **dismiss petition to deny sale of its KMOU-TV St. Louis by SPACE**, trade association of home satellite industry. CBS has proposed to sell station to Viacom International. SPACE: