

Electronic Media

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AT PRESS TIME

TvB picks new president

NEW YORK—The Television Advertising Bureau named William G. Moll as its new president. Mr. Moll is president and chief executive officer of Harte-Hanks Television. Mr. Moll will come on board Nov. 1. He succeeds Roger Rice, who has served in the position since 1974.

NCTA adds programmers

WASHINGTON—The National Cable Television Association board last week voted to expand its ranks to include four more cable programmers. Only two of the NCTA's 38 board seats had been earmarked for cable programmers.

Big 3 mum on NFL strike

NEW YORK—The networks were not talking last week about contingency plans to replace NFL
(Continued on Page 51)



Tom Selleck (l.) answered questions from reporters dressed in "Magnum, P.I."-style Hawaiian shirts during the CBS portion of the summer critics tour in Redondo Beach, Calif.

Meters say ABC, NBC both on top

By MARIANNE PASKOWSKI

New York bureau chief

NEW YORK—ABC finished first last week on A.C. Nielsen Co.'s new people meter, but NBC won the week according to AGB's people meters and Nielsen's traditional TV Index.

And so the confusion continued as a second week of people-meter numbers flooded into researchers' offices, and the competing ratings services battled to sign up new clients.

The biggest victory went to Nielsen last week, which signed CBS to its new people-meter service.

Nielsen officials also announced last week that 70 syndicators and 16 cable networks, to date, had renewed contracts for the people meter.

CBS, which is also an AGB client, signed a three-year contract with Nielsen. CBS won its longstanding battle to secure an option to bail out if Nielsen failed to meet certain performance guarantees.

At press time, ABC still had not signed up with either people-meter service.

NBC earlier in the summer had signed on with Nielsen, but not AGB.

David Poltrack, vice president of marketing for the CBS Television Network, stressed that the decision to renew with Nielsen "does not represent a lessening of our commitment to AGB."

On the prime-time front, researchers were still puzzling over contradictory household ratings. Three sets of national ratings were still in use: Nielsen's TV Index, which was phased out Sept. 13; Nielsen's people meter; and AGB's people meter.

According to the various scorecards, NBC and ABC
(Continued on Page 51)

Rating the critics

TV officials say reviews have limited impact

By WILLIAM MAHONEY

Staff reporter

LOS ANGELES—Premiere Week '87 is almost upon us, and that means it's time for TV critics to unleash their annual barrage of fire.

Little effort is spared in this national frenzy of TV reviewing, which involves expensive press tours, weeks worth of daily screenings, many hours of planning and writing and plenty of glitzy promotion by the critics' newspapers.

Yet despite all this effort, producers and net-
(Continued on Page 50)

The best and worst

Washington Post TV critic Tom Shales is so dominant in his field that he was both the winner and loser in an ELECTRONIC MEDIA rating of TV critics.

Mr. Shales holds the dubious distinction of being voted both the "favorite" and "least favorite" critic in an exclusive EM survey of 21 industry executives.

Those polled included representatives from NBC, ABC, CBS, PBS, Fox Broadcasting and cable networks—many of whom insisted that Mr. Shales be tallied in both categories.

(Continued on Page 50)

Talknet's Raphael jumps to ABC

By ADAM BUCKMAN

Staff reporter

ANAHEIM, CALIF.—In a program shakeup that surprised radio conventioners here last week, NBC Talknet personality Sally Jessy Raphael jumped networks to sign a multiyear contract with ABC Radio Networks.

The signing was announced at a

suddenly scheduled press conference Thursday during the "Radio '87" National Association of Broadcasters convention.

Ms. Raphael told reporters that she couldn't reach agreement with Talknet on a new contract, in part because Westwood One, the network's new owner, is concerned about keeping costs down.

Her Talknet show was discon-

tinued on Thursday, the day of the press conference. Ms. Raphael's new show, scheduled to debut Jan. 11, will air from 7 p.m. to 10 p.m. (ET) Monday through Friday.

The program will be a lead-in to a new ABC Radio talk show, "Tom Snyder: The Radio Show," which premieres Oct. 5 and will air weeknights from 10 p.m. to 1 a.m.
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INSIDE:

July Cassandra breakdown

A comparison of 1987 to 1986 rankings shows declines in some areas, increases in others. Page 36.

CBS's 60th anniversary

CBS is getting ready to celebrate as it turns 60 years old. Page 20.

NEWS SUMMARY

ABC took top honors in A.C. Nielsen Co.'s new people-meter numbers, but NBC won according to AGB's people meters and Nielsen's TV Index, as ratings confusion finished its second week. (Page 1)

Sally Jessy Raphael has jumped networks, from NBC Talknet to ABC Radio, it was announced at the "Radio '87" convention in Anaheim, Calif. (Page 1)

Faced with people meters and new competition, the three broadcast networks are ready to kick off what could be one of the stranger TV seasons in recent years. (Page 3)

The FCC is investigating the "Captain Midnight"-type incident that interrupted The Playboy Channel on Sept. 6. The signal pirate told viewers to "repent their sins." (Page 3)

Alex Felker, who's something of a mystery man to the electronic media industry, is the new chief of the FCC's Mass Media Bureau. (Page 3)

Stuart Hersch, 36, the man credited with managing King World's amazing growth, has resigned as chief operating officer and executive vice president, King World officials announced last week. (Page 3)

The three major networks say they'll restrict their coverage of the pope's visit to evening news highlights. (Page 2)

CBS's "Morning Program" is posting a modest profit, but network officials are still discussing possible changes for the low-rated show. (Page 2)

A new syndicated daytime talk show has been announced by Paramount Television Group. The show will be hosted by "Good Morning America" co-host Joan Lunden and Bob Anderson, a singer and impressionist. (Page 4)

Columbia/Embassy plans to step up its syndication selling effort for its high-priced "Who's the Boss?" in a number of major TV markets, including Philadelphia, Boston, Dallas and Cleveland. (Page 4)

Arena Football may find a broadcasting home on Fox Television, in addition to ESPN, as Arenaball and Fox officials discuss bringing the new sport to the Fox network. (Page 4)

"The CBS Evening News With Dan Rather" will begin airing in Japan five nights a week starting next month, giving Japanese viewers an American perspective on world events. (Page 4)

The bungled kidnapping and subsequent death of former media executive Stephen Small shocked many in the broadcasting and cable industries last week. Mr. Small, 40, was an active player in the industries until his family sold most of its broadcast and cable properties about a year ago. (Page 6)

The latest reports from Wall Street media analysts offer an encouraging view of cable TV industry earnings and stock prices. (Page 8)

TV ministries will survive government scrutiny and turn out stronger than before, says former PTL President Richard Dortch. "Good will come out of this crisis," Mr. Dortch says. (Page 8)

Dozens of celebrities have gone to Capitol Hill in recent years to speak out against various causes. But sometimes those issues are ones supported by the entertainment industry for its own business ends. (Page 16)

CBS turns 60 years old on Sept. 18, and the network has a prime-time special commemorating the event tentatively scheduled to air next spring. (Page 20)

ABC Sports will be trying to build momentum through strong matchups as its 18th season of "NFL Monday Night Football" begins tonight. (Page 34)

A.C. Nielsen Co. has released its July syndicated program rankings, which show a continuing decline in ratings for many syndicated shows. (Page 36)

VH-1 is completing an overhaul to give a new look to the baby-boomer video cable channel. The overhaul has been a year in the making. (Page 40)

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Major networks reducing coverage of 2nd papal visit

By RICHARD TEDESCO
Staff reporter

NEW YORK—While many local TV stations are going all out to cover Pope John Paul II's second U.S. visit, the three major networks say their coverage this week will be largely restricted to evening news highlights.

No special live-event coverage is planned by ABC, CBS or NBC this week as the pope continues his 10-day tour of the country.

The start of the NFL football season Sunday pre-empted consideration of any plans by CBS and NBC for live coverage of the pope's outdoor Mass in San Antonio, Texas.

Aside from American viewers' obsession with football games, the networks say the pope is simply much less of a novelty the second time around.

"This is not the first time he's been here. This is not the first time



POPE JOHN PAUL II
Second visit not as newsworthy

he's conducted open-air Masses here," said Jeff Gralnick, ABC vice president and producer for special

events.

"The first time things are unique. Second times are not unique."

ABC broadcast a special prime-time report last Thursday and carried live coverage of the pope's arrival in Miami. But subsequent reports will be restricted to coverage on "World News Tonight," provided by a team of 40 to 50 people in crews the network has set up in the cities for the pontiff's tour.

"It's a high-profile event that warrants extensive coverage, but not live coverage," Mr. Gralnick explained.

The pope's trip is also playing against several other high-profile news events this week.

Testimony from Supreme Court nominee Robert Bork in congressional confirmation hearings begins Tuesday, and Secretary of State George Schultz begins a slate of meetings with Soviet Foreign Min-
(Continued on Page 51)

Cable pleased by phone ruling

By DOUG HALONEN
Staff reporter

WASHINGTON—A federal judge here Thursday cleared the way for local telephone companies to furnish transmission facilities for videotext and other electronic information services. But U.S. District Court Judge Harold Greene, who presided over the breakup of AT&T, decided to continue barring the telephone companies from providing the information for those services themselves.

The decision was read as a victory by the cable industry. "It's very positive for cable," said a National Cable TV Association spokeswoman. "It doesn't permit (the phone companies) to go into cable themselves."

Yet also last week, House Energy and Commerce Committee Chairman John Dingell, D-Mich., indicated his support for legislation to overturn the judge.

"I continue to be offended by the fundamentally anti-democratic process whereby a single unelected, unaccountable federal judge has transformed into a regulator without portfolio, arrogating the power to determine whether and when the American people will be allowed to receive the advanced new services that are already widely available in countries with more enlightened telecommunications policies," Rep. Dingell said. #

CORRECTIONS

In the "Marketing" column on Page 38 of the Aug. 10 issue, ELECTRONIC MEDIA incorrectly attributed remarks made about Tele-Communications Inc.'s building schedule in Chicago to a TCI customer service representative. Those remarks, which were false and derogatory, were actually spoken by a staff member of the Office of Cable Communications in Chicago, a government body currently involved in a lawsuit with TCI. Based on the mistaken attribution, the column then improperly gave TCI a failing grade in salesmanship. Because EM didn't speak with a TCI representative, no grade can be given. (See "Marketing" column, Page 16.)

* * *

An article in the journalism special report on TV stations' news loyalties (EM, Aug. 31, Page J3) incorrectly identified the news director at Belo Broadcasting-owned WFAA-TV in Dallas. Marty Haag is news director at WFAA, while Jim Topping is news director at KTRK-TV in Houston. Also, WFAA is a member of The Newsfeed Network.

* * *

A caption with a photo of radio disc jockey John Lander in the Sept. 7 issue (Page R8) wrongly identified his market. He works for KKBQ-FM in Houston. In another caption, Chicago DJ Jonathon Brandmeier's name was misspelled.

* * *

A "Who's News" item on Page 22 of the Sept. 7 issue incorrectly stated the position of Tommy Edwards at WJMK-FM in Chicago. Mr. Edwards joined the station as morning air personality. Gary Price is the station's program director. #

Morning show posting profit

By DIANE MERMIGAS
Senior reporter

Even though the "Morning Program" is actually posting a modest profit, CBS officials last week continued discussing possible changes for the low-rated show.

One key factor still unsettled last week was whether co-host Mariette Hartley would stay with the show. There's been speculation for weeks that CBS officials would inform Ms. Hartley sometime this month whether they will renew a one-year option on her contract.

A spokeswoman for Rogers & Cowan, a New York public relations firm representing Ms. Hartley, said late last week that no decision has been made.

"As far as I know, she intends to work on the program every day the way she has been since it premiered in January," the spokeswoman for Ms. Hartley said.

Ms. Hartley, who returned from a two-week vacation last week, declined comment.

However, at least one high-ranking CBS official told ELECTRONIC MEDIA that it was "likely the program will take a very different shape with some different players."

Such changes will give CBS News increased prominence in the time period, the source said, but he also said nothing formal will happen much before January.

Even top CBS executives apparently aren't sure yet what they want to do. As Tony Malara, senior vice president of distribution for CBS, said, referring to other high-ranking CBS officials:

"If you put all of us in a room—Larry Tisch, Gene Jankowski, Tom Leahy, Howard Stringer and Tony Malara—and shot us full of sodium pentothal, we wouldn't be able to tell you anything more about this time period than you already know."

In recent months, the program has already taken on a harder news edge and become more informational.

One factor working in favor of keeping the show in some form is that CBS is making a modest profit on the "Morning Program," even though it's third in the ratings among the network morning shows.

Even with start-up and other one-time expenses the first year, the "Morning Program," which costs about \$15 million to produce annually, already is posting a profit of more than \$1 million, sources say.

Despite its third-place ratings, the show is also generally selling 30-second spots for more than it did when news dominated the time slot, primarily because female viewing demographics have improved. #

Ex-PTL president: Scrutiny will strengthen TV ministries

By ROBERT HOMAN

Staff reporter

WASHINGTON—Former PTL President Richard Dortch says TV ministries will survive ongoing scrutiny by the federal government and be stronger than before.

"Good will come out of this crisis," Mr. Dortch said in remarks last week to an American University audience here. "The press is bringing accountability to the electronic church."

Mr. Dortch left PTL in the wake of the sex scandal involving evangelist Jim Bakker.

That scandal was primarily responsible for prompting an examination by the government into the financial accountability and tax-exempt status of TV ministries. Congressional hearings are expected to be held this fall.

On the advice of his attorney, Mr. Dortch refused to comment about the PTL scandal because of an ongoing investigation by the Internal Revenue Service and other federal and state agencies.

However, he said "obviously, mistakes were made" at PTL.

Asked about the multimillion-dollar salaries of some TV evangelists, Mr. Dortch said: "If Jesus would go on TV, he would ask hundreds of millions of dollars to do it."

He added that most TV evangelists are entrepreneurs who would earn good incomes even if they weren't on TV.

Despite the recent revelations, TV ministries will not lose their appeal with viewers, Mr. Dortch said.

More than 13 million people al-



The sex scandal involving Jim Bakker (above) led Richard Dortch to leave his job as president of the PTL.

ready watch religious TV every day, he said, adding that a new religious-format radio station is launched each week and a new religious TV station is started each month.

In the future, viewers will be able to place 18-inch dishes outside their homes, allowing them to pick up the electronic ministries 24 hours a day, he added.

Mr. Dortch said TV gives power to ordinary people who may not be emotionally capable of handling the

fame and success it can bring.

"If you expose anyone to the American public one hour a day, five days a week, it gives them a position of power," he said. "The power can be used for good or evil."

Television evangelists have been successful because they understand the "felt need" of their audience, he said. That easily brings them a million followers, he added.

"Television ministries are built around personalities, not institutions," he said. #

Broadcasters get zapped by 'star power'

By ROBERT HOMAN
Staff reporter

WASHINGTON—During the fight over the financial interest rules here a few years ago, the Hollywood coalition got "Dallas" star Larry Hagman to present its case to the Texas congressional delegation.

Mr. Hagman, who plays the show's notorious J.R. Ewing, was a hit.

"They viewed him as 'Mr. Dallas,'" said Michael Gardner, one of the organizers of the Hollywood campaign.

The visit by Mr. Hagman is one of dozens of examples how celebrities have gone to Capitol Hill in recent years to voice their views on various causes.

But sometimes those causes are ones supported by the entertainment industry for its own business ends.

And those on the opposing side, which often have included broadcasters, say the advantage that celebrity status can bring is unfair.

"Celebrities are used to create an impression on members of Congress, and that's what some remember when they vote," said one network representative, who asked not to be identified.

Indeed, the networks, and the broadcasting industry in general, have had some of their own initiatives zapped by the entertainment industry's use of what has been called "star power."

For example, Hollywood and music industry leaders have gotten celebrities to join in their fight against broadcasters' efforts to reform the way TV stations buy licenses for the music in syndicated shows.

Earlier this year, as broadcasters were reviving their reform drive, Broadcast Music Inc., which opposes the music license reforms, invited dozens of congressmen to a star-studded gala highlighted by a performance by musician Ray Charles.

Similarly, when singer Lena Horne received a music award at a dinner sponsored by the American Society of Composers, Authors and Publishers here earlier this year, she used the opportunity to urge about 100 legislators in attendance to oppose the broadcasters' TV music bill.

"I am certain that the presence

of so many legislators here this evening means you will think seriously about any legislation that might diminish the incentive of creative artists to do their work," Ms. Horne was quoted as saying.

"Celebrities have infinitely greater access to congressional offices" over non-celebrity lobbyists, says Bruce Lehman, lobbyist for the All-Industry TV Music Licensing Committee, a broadcasters' group urging reforms in the TV music licensing system.

"They don't talk about specifics, but rely on an emotional appeal," he said.

At a press conference two years ago, Donnie Osmond and other music figures said the proposed reforms would hurt the music industry. Other singers repeated those claims in letters, including one from singer Stevie Wonder, who used his fingerprints as his signature.

Those statements from the big names were credited for stalling a bill that would enable TV stations to pay for the music they use in each syndicated show, rather than paying a blanket fee for all tunes in the repertoire of ASCAP or BMI, as they do currently.

The impact celebrities have on Capitol Hill can be gauged by the way congressmen behave when they appear, Mr. Lehman said.

Often, he said, congressmen will ask celebrities to pose for photos with them, their staffs and their children. Such photos sometimes appear prominently in congressional newsletters to constituents back home.

Ken Sunshine, ASCAP's manager of public relations, said: "There's no doubt that many members of Congress enjoy meeting their heroes."

But Mr. Sunshine said the famous composers and performers who lobbied congressmen on the TV music licensing issue are ASCAP members who came to Washington on their own.

"We don't seek out celebrities to influence legislation," Mr. Sunshine said.

One of the celebrity crusades best known in industry circles came several years ago as the broadcast networks were advocating a proposed relaxation of the financial interest and network syndication rules.

(Continued on Page 34) Radio History

Celebrities get mixed reviews as lobbyists

(Continued from Page 16)

The easing of those rules, which would have allowed the networks to own and syndicate some of the prime-time shows they air, was hotly opposed by a coalition of program producers independent TV stations and others.

As network lobbyists tried to get access to key lawmakers they found themselves beaten to the punch by the likes of Alar Alda, Daniel Travanti, Henry Winkler and Jean Stapleton.

But Mr. Gardner said the celebrities who came to Washington to address the syndicated programing issue did so because it affected them, not because they were pressured by the industry.

Nonetheless, Barbara Dixon, vice president of public affairs for the Motion Picture Association of America, said congressmen like to use celebrities to promote their own legislative causes and frequently ask the MPAA to make the arrangements.

Celebrities have become common fixtures on Capitol Hill. Their appearances have ranged from Jessica Lange testifying for farm aid to Woody Allen advocating regulations for film colorization.

"Jessica Lange may not know much about farm problems, but it did generate a lot of attention that wouldn't have been there otherwise," Ms. Dixon said.

But Ms. Dixon said celebrities usually refuse congressmen's requests for support, either because they don't have the time or don't know enough about the issue.

And though Jack Valenti, the MPAA's president, has been viewed as a master in the use of celebrities for Hollywood's ends, Ms. Dixon said that asking stars to voice their views or issues "is the most difficult thing he has to do. He often feels it's impinging on a personal relationship."

By some accounts, celebrities may be wearing out their welcome in political circles. Recently, a couple of senators reportedly pulled out of a Capitol Hill appearance with singer John Denver. The event was scheduled to air concerns about farming, but the senators withdrew upon learning that Mr. Denver planned to show a videotape that also dealt with the arms race.

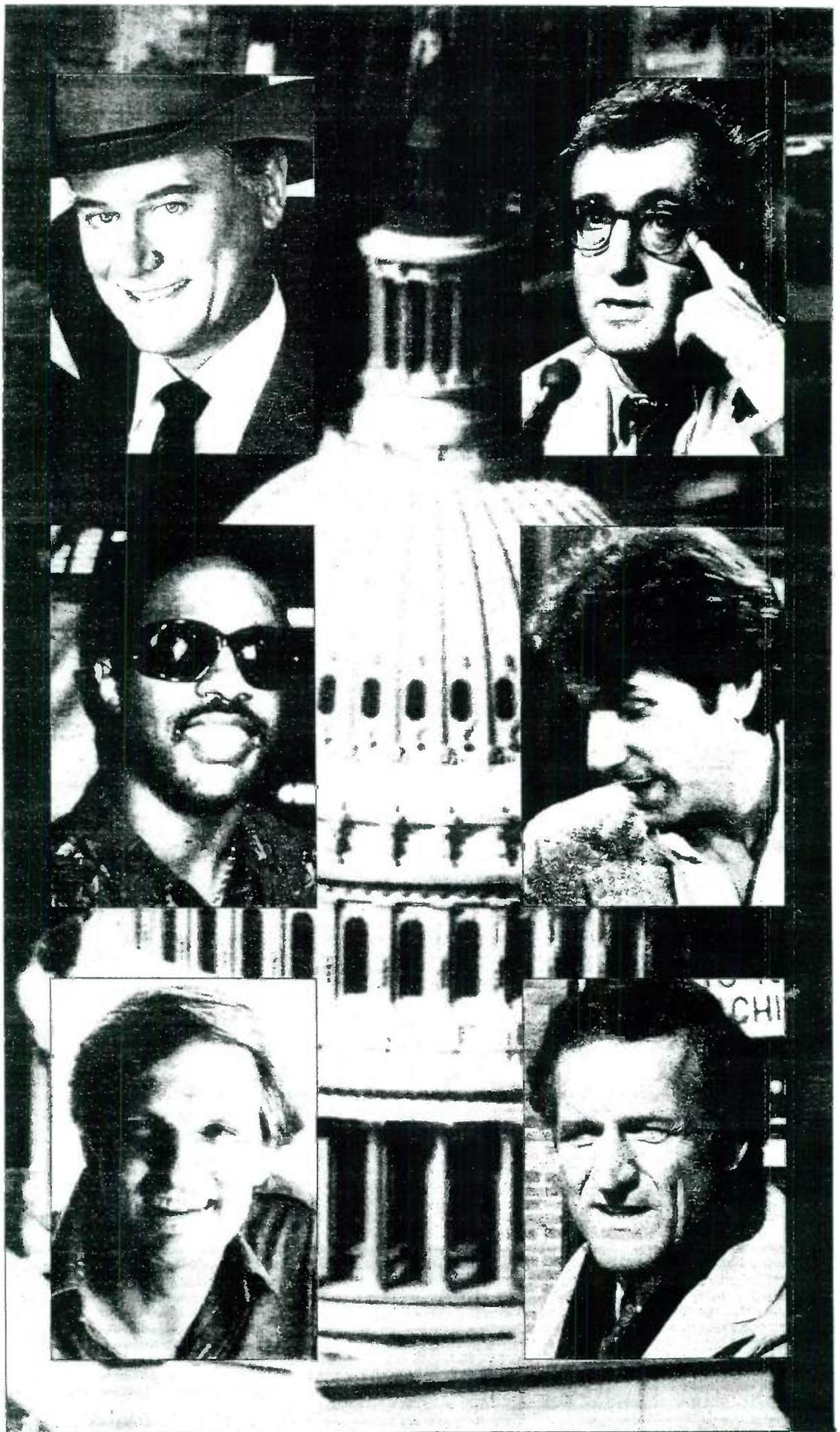
One congressional aide said celebrities don't have much influence on Capitol Hill when they address issues deemed to be outside their area of expertise, such as farming or arms control.

Also, Benjamin Zelenko, ASCAP's representative in Washington, said celebrity lobbying, while effective with the TV music licensing issue, has the potential to backfire.

"Many members (of Congress) may say these people are so well off that they don't deserve any sympathy for their cause," Mr. Zelenko said.

The All-Industry TV Music Licensing Committee's Mr. Lehman said celebrity lobbying also may be why the bill his group is supporting is now stalled in committee.

But Edward Baxter, chief counsel for the Senate Judiciary subcommittee handling the TV music issue, said congressmen are reluctant to get involved in the issue at this time because of a pending court proceeding on rates, not because of the influence of celebrities. #



Among the celebrities who have taken steps to make their positions known on Capitol Hill are (clockwise, from top left) Larry Hagman, Woody Allen, Henry Winkler, Daniel J. Travanti, Alan Alda and Stevie Wonder.

NCTA chief blasts Hollywood behavior

By ROBERT HOMAN

Staff reporter

WASHINGTON—The chairman of the National Cable Television Association last week accused Hollywood of trying to prevent cable from creating its own programing.

James Cownie, who also is president of the telecommunications group of Des Moines, Iowa-based Heritage Communications, said the Hollywood film community has a stranglehold on program production.

Mr. Cownie, speaking before a cable luncheon audience here, criticized Hollywood's recent contentions that cable system-owning companies are getting too big.

"What I find most mystifying is, given the sordid details of Hollywood's historical anti-competitive behavior, that policymakers should give any credence at all to the motion picture industry's thinly veiled attempts to retain their historic entertainment industry distribution stranglehold," he said.

His remarks represent the latest volley in an ongoing debate between the cable industry and Hollywood, in which each side has accused the other of being monopolistic and suggested they be cut down to size.

Following the industry's continuing focus on programing, Mr. Cownie said increased investment by cablecasters in programing is pay-



JAMES COWNIE

Says Hollywood has stranglehold

ing off.

In the first half of 1987, pay TV ratings in all TV households increased by 14 percent, he said, and the stock value of cable systems is at an all-time high.

Cable operators will spend more than \$2 billion in programing for basic and pay services this year, Mr. Cownie said.

Mr. Cownie also said an industry consortium formed last year to acquire professional football programing is "still alive." But he said the need for the consortium is less important now, after losing its bid to carry the games to ESPN. #

FCC probes Playboy's satellite pirate

By RICHARD TEDESCO
Staff reporter

NEW YORK—The Federal Communications Commission is investigating another satellite-signal raid, this time by a pirate who urged viewers of The Playboy Channel to "repent your sins."

Following in the footsteps of last year's infamous "Captain Midnight" incident, an unknown pirate interrupted Playboy's signal on Sunday night, Sept. 6, with static and then a

message that lasted several seconds.

"Repent your sins. Keep the Sabbath holy," the message read, according to news sources.

Last week, an FCC spokeswoman said, "It is being looked into by our field operations bureau."

But she said, "There isn't a lot to go on now." No videotape was made of the incident, she said.

This is the second such incident to occur in the past 18 months.

In April 1986, a Florida satellite dish dealer

who also worked at an uplink facility broke into HBO's signal with a message bearing the name Captain Midnight. The message complained about HBO's price for home dish owners.

With the help of FCC investigators, Captain Midnight, whose real name is John MacDougall, was arrested and ultimately fined \$5,000 and given a one-year suspended sentence.

Last week, a Playboy spokesman said, "We have no idea who did it, a person or a group. We had no warning and no one's taken credit

for it."

He declined to confirm the content of the message flashed to Playboy viewers who were watching a movie titled "Three Daughters" at the time. The interruption occurred at 9:55 p.m. (ET).

Playboy's programming is uplinked to an RCA satellite by Rainbow Network Communications on Long Island, New York.

The FCC was notified about the incident by RCA after it was informed by Rainbow.

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King World finance boss resigns post

By MARIANNE PASKOWSKI and RICHARD MAHLER
ELECTRONIC MEDIA staff

NEW YORK—Stuart Hersch, the man credited by Wall Street for managing King World's phenomenal growth, announced his resignation from the company last week.

King World executives and Mr. Hersch, the company's chief operating officer and executive vice president, both described the parting as amicable.

"It's been 3½ long, hard years. I've done what I set out to accomplish, and now it's time to do something else," said Mr. Hersch, 36, chief operating officer and executive vice president.

He said that he was considering a number of opportunities, all in the entertainment business.

King World named Stephen Palley as acting chief operating officer. Mr. Palley had been senior vice president and general counsel for King World.

Also last week, Roger King, the chairman of King World, was sentenced to two years probation by a Florida court after pleading no contest to charges of cocaine possession and grand theft.

Broward County Circuit Judge Mark Polen said Mr. King, who lives in Saddle River, N.J., will have no criminal record if he complies with terms of his probation.

In addition to the 24 months of probation, Mr. King was sentenced to a 28-day drug treatment program.

He was also ordered to pay \$2,000 to a Hollywood drug treatment center, plus a maximum of \$600 to cabbie Juan Solorzano for medical expenses and lost wages.

Police had accused Mr. King of getting in a fight with Mr. Solorzano and driving away in his cab. When arrested, they also charged him with possession of cocaine.

A trial date had been set for next month, but defense attorney Jon Sale said Mr. King agreed to enter the no contest pleas after Judge

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"Tour of Duty" squares off against "The Cosby Show" Thursday nights at 8 p.m. (ET) beginning this week.



TV faces fall season of oddities

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—With people meters poised and the whole industry watching, the three networks this week kicked off what promises to be one of the most unusual TV seasons in recent years.

Though no one expects NBC to face a real challenge for the No. 1 spot, a number of other factors combine to make the 1987-88 season a difficult one for the networks.

For one thing, people meters mean a new form of ratings will be used for the first time in decades, making comparisons to past seasons questionable.

Furthermore, all three networks are coming off record-low ratings during the summer and face perhaps the heaviest armada of competing technologies and programming services in the industry's history.

This includes not only cable TV and home video, but also the Fox Broadcasting weekend schedule, strong new syndicated fare such as Paramount's "Star Trek: The Next Generation" and NFL Sunday night games on ESPN.

Sunday night is critical for ABC, which has sunk millions of dollars into "Dolly," its new comedy/variety hour starring Dolly Parton.

"ESPN could really hurt 'Dolly,'" says Paul Schulman, president of the Paul Schulman Co., a New York ad rep firm. "(New York's) WABC-TV will pre-empt Sunday night for a Nov. 8 football game, and the same could happen on WLS-TV in Chicago on Dec. 6. A number of other ABC affiliates are clearing some ESPN games."

Nonetheless, Mr. Schulman predicts ABC will finish a strong second for the prime-time season with a 14.7 rating (percentage of TV homes) and a 24 share (percentage of sets in use), behind NBC's 16.5/26 and ahead of CBS's 14.3/23.

Three sporting events—the World Series, Super Bowl and 1988 Winter Olympics—will "really help" ABC, the analyst believes, along with "Hooperman," a half-hour comedy starring John Ritter as a cop that runs Wednesdays at 9 p.m. (ET).

"It's the best new show of the season," says Mr. Schulman. "John Ritter is a bona fide star and a great TV performer."

Dennis McAlpine, a securities analyst tracking TV for New York-based Oppenheimer & Co., agrees that "Hooperman" probably will be a hit for ABC and could deliver Wednesdays to the network.

"But I think Thursday night at 8 o'clock is the most critical time period," he says. "'Cosby' isn't doing as well with the people meter, and ('Cosby Show' spinoff) 'A Different World' seems to be a weak show. ABC may get the kids from 8 to 9, with the men going to CBS and 'Cosby' getting the women."

Mr. McAlpine also thinks NBC's shift of "Family Ties" to

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Little-known official to head Mass Media Bureau

By DOUG HALONEN
Staff reporter

WASHINGTON—Alex D. Felker, who was named chief of the Federal Communications Commission's Mass Media Bureau last week, is something of a mystery to the industry.

Mr. Felker, 38, has been toiling at the commission since he got out of college 15 years ago and most recently was an aide to FCC Chairman Dennis Patrick, whose deregulatory philosophy he generally shares.

But he is coming to one of the most important governmental positions for the electronic media from a career of relative obscurity in Washington communications circles.

"Don't know the person," says Jim Cownie, chairman of the National Cable Television Association and president of the telecommunications group at Des Moines, Iowa-based Heritage Communications.

"The name is familiar, but I don't really know him," adds Henry Geller, director of the watchdog Washington Center for Public Pol-

icy Research.

At the agency, Mr. Felker, an engineer, is said to be personable and full of energy.

He told ELECTRONIC MEDIA he shares much of the philosophy of Mr. Patrick, who appointed him for a tenure beginning Sept. 18.

"Frequently the workings of markets are the best way to enhance consumer welfare," he said. "But there are certainly situations where markets don't work very well."

"And in those cases, it's appropriate to look to government to provide rules and guide-

lines."

As Mass Media Bureau chief, Mr. Felker will oversee the part of the FCC that has jurisdiction over TV, radio and cable. In recent years, the bureau has been an important arena for developing new ownership rules, among other things.

The job previously was held by Jim McKinney, a favorite of the industry who stepped down as bureau chief in July to become a top White House aide. Mr. Felker indicated he's

(Continued on Page 51)

Syndicator stepping up 'Boss' effort

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—During the next few weeks, Columbia/Embassy Television will step up the major-market selling effort for its high-priced "Who's the Boss?" network hit.

While top markets such as New York and Los Angeles have been willing to pay top dollar for syndicated shows, some major markets have proven to be formidable obstacles for even the biggest heavyweights.

Just last week, for example, Viacom Entertainment's "The Cosby Show" failed to clear in Cleveland, the 10th largest market, where the opening price for the program was \$35,000 a week.

So far, Columbia/Embassy has cleared "Who's the Boss?" in 35 markets: 12 ABC affiliates; 10 independent stations; seven CBS affiliates; and six NBC affiliates.

Viacom, which began selling "The Cosby Show" last fall, has now cleared 130 stations for the program, which is available in syndication for the fall of 1988.

Viacom, with recent sales in Washington, Dallas and Houston, is closing in on the \$500 million mark in syndication sales for "Cosby."

Sources estimate that "Who's the Boss?" syndication sales, which started last May, are now approaching the \$100 million mark. Columbia/Embassy executives would not comment on revenues.

"Who's the Boss?" ended its third year on ABC in 10th place with a 22 rating (percentage of TV homes) and a 33 share (percentage of sets in use). It's available in syndication for the fall of 1989.

So far, Columbia/Embassy, has sold "Who's the Boss?" in four of the top 10 markets: New York's WWOR-TV; Los Angeles' KHJ-TV; Chicago's WBBM-TV; and San Francisco's KTVU-TV.

Barry Thurston, president of syndication for Columbia/Embassy, said there's no indication of a slowdown, and that "Who's the Boss?" syndication sales are on target.

He says it was difficult to schedule station appointments in major markets during the summer months because of vacation conflicts.

Columbia/Embassy, like Viacom, presents its opening bid prices to all stations in a market at once, to ensure fair competition.

To date, Mr. Thurston reports that only two markets—Nashville, Tenn., and Norfolk, Va.—have not cleared the program.

"We got offers below the minimum asking price in both markets, so we rejected them. When we say minimum, we mean it," said Mr. Thurston.

At WKRN-TV, the ABC affiliate in Nashville, Larry Roe, programming director, said the opening weekly price of \$8,400 for "Who's the Boss?" in his market was too steep.

"The affiliates here have already made major hits in pro-

(Continued on Page 49)



Fox Television negotiating for Arena Football rights deal

By RICHARD TEDESCO
Staff reporter

NEW YORK—Arena Football, the indoor football phenomenon, might have a future on Fox Television, as well as on ESPN.

Executives from Fox and the indoor league have held discussions about bringing the new sport to the Fox network.

The deal with Fox would expand the reach of the sport beyond ESPN, which will carry 29 Arenaball games starting this spring as part of a five-year package.

"We're just analyzing Arenaball," said Jamie Kellner, president of Fox

Broadcasting. "It seems like an interesting game, and we're taking a look at it."

Fox is considering taking an equity position in the league, according to Mr. Kellner.

He said Fox was not interested in airing sports other than what it considered big-league football because of that sport's top TV ratings ranking.

"We would only be interested in something that would be a major-league attraction, and Arenaball could be it," he said.

He indicated conversations have been held with David Dixon, who was involved in the formation of the United States Football League, and Charley Finley, the colorful former owner of the

Oakland A's, who are mounting separate efforts to create another outdoor spring football league.

Fox is still smarting from the failure of its bid for NFL rights, which sparked an investigation by the Federal Trade Commission into that bidding process.

"We made a major-league offer to the NFL. Since we couldn't make a deal with the NFL, it may make sense for us to get involved in something that competes with the NFL," Mr. Kellner said.

Ironically, ESPN, which grabbed the NFL deal Fox sought, presents a technical stumbling block for Fox with Arenaball. As it stands, ESPN's con-

(Continued on Page 49)

Paramount and Joan Lunden join forces for daytime series

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—The Paramount Television Group has jumped into the crowded talk-show market with plans for a new syndicated daytime series.

Last week, Paramount announced it has signed "Good Morning America" co-host Joan Lunden and Bob Anderson, a singer and impressionist, to headline the hour-long show.

Paramount described the concept for the show as one that would "combine music and informative features with celebrity co-hosts and credible experts from all areas of contemporary living."

The untitled program, scheduled for a September 1988 start, will be offered on a cash-plus-barter basis.

Paramount is hoping to place it in the daily early-fringe period as a lead-in for newscasts.

Ms. Lunden, currently on maternity leave from "Good Morning America," has co-hosted the ABC show for nine years.

Her current \$750,000-a-year contract expires next August.

Ms. Lunden's husband, Michael Krauss, whose TV production credits include "The Mike Douglas Show," "Today" and "Good Morning America," will act as creator and executive producer for the series through his Michael Krauss Productions.

(Continued on Page 50)



JOAN LUNDEN
To co-host new talk show

CBS ready to export its 'Evening News'

By JANET STILSON
Staff reporter

NEW YORK—It's today Japan, tomorrow the world for "The CBS Evening News With Dan Rather."

The newscast will air five nights a week in Japan starting next month, and Donald D. Wear Jr., senior vice president and general manager of CBS Broadcast International, is pursuing similar agreements in other countries.

Among them are Italy, Austria, West Germany, the United Kingdom and Luxembourg, although Mr. Wear says it's premature to say how soon any agreements will be signed.

"We've had very good success with distribution of CBS's news service (which feeds news segments to foreign networks), but the future growth for news lies in entire programs," says Mr. Wear.

In CBS's arrangement in Japan, the newscast will be aired on the

commercial network Tokyo Broadcasting System to 30 million viewers.

While CNN programming is seen on both cable and broadcast TV in Japan, "The CBS Evening News" Tokyo connection is said to mark the first time a U.S. broadcast network newscast will be seen regularly on an Asian network.

The Japanese premiere comes about six months after "The CBS Evening News" debut in France on the cable network Canal Plus.

However, CBS isn't the only U.S. broadcast network that sees the possibilities in international news. NBC is planning a European news channel, Anglovision, which will be televised in hotels.

And "The NBC Nightly News With Tom Brokaw" is airing on the Armed Forces Radio & Television network as well as in some Latin American countries and on Pan

(Continued on Page 49)

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World Radio History

Former colleague's killing stuns industry

By DIANE MERMIGAS
Senior reporter

The death of former media executive Stephen Small, who was killed recently in a bungled kidnapping, has left his former colleagues in the broadcasting and cable industries reeling from the shock.

Mr. Small, 40, is remembered as an active player in the industries until most of the family's broadcast and cable properties were sold about a year ago.

On Sept. 4, two days after Mr. Small's family had received telephone calls from his abductors saying he had been kidnapped for a \$1 million ransom, he was found buried alive in a wooden box outside Kankakee, Ill.

He is reported to have suffocated inside the poorly ventilated box.

Last week, Daniel Edwards, 30, and Nancy Rish, 25, both of nearby Bourbonnais, Ill., were charged with aggravated kidnapping and murder. They were held without bond.

Mr. Edwards failed in a suicide attempt after the arraignment last week.

The Small family had owned Mid America Media Group, which held 11 radio stations.

Also, Mr. Small had headed two cable television systems, one with about 18,700 subscribers in Kankakee and the other with about 13,000 subscribers in Hilton Head, S.C.

The Small family sold the media company about a year ago. The cable TV systems were sold to

McCaw Cablevision, which has since sold all of its cable operations to Washington Redskins owner Jack Kent Cooke.

Two of the company's radio stations, WKAN-AM and WLRT-FM in Kankakee, about 60 miles south of Chicago, were retained by Mr. Small's sister, Susan Bergeron.

The remaining nine AM and FM radio stations were sold to Win Corp. of Cleveland. The stations' markets include Peoria, Ill.; Indianapolis; Tulsa, Okla.; Des Moines,

Iowa; Davenport, Iowa; and Flint, Mich.

Mr. Small, who was one-fourth owner of Mid America Media, was remembered as an active media mogul who attended National Association of Broadcasters and National Cable Television Association conventions as a member of those organizations.

"Steve was a quiet, kind individual who became totally involved in his new challenges and, yet, always dealt in a fair and sensitive way with his employees and business associates," said one executive who formerly worked for the family's media company and asked not to be identified.

"That's what makes the inhumane, absurd way in which Steve died seem all the more tragic," the executive said.

Others who knew Mr. Small and were familiar with the family-run broadcasting concern called the Smalls "astute" and "innovative" broadcasters.

"They operated their business in an extremely professional manner. They were well-liked and well-respected," said Howard Fredericks, who headed Mid America's broadcast operations until their sale a year ago and remains a close family friend.

None of Mr. Small's former associates contacted by ELECTRONIC MEDIA provided an explanation as to why the family sold its broadcast concerns.

"I think that would be inappropriate to discuss at this time given the circumstances and the fact that it was a private family matter," said one former broadcast business associate who remains a close friend of the family.

Mr. Small's father, Burrell Small, was chairman and president of the Mid America Media Group and was at one time the publisher of Kankakee's Daily Journal.

Mr. Small was a nephew of the late Len Small, president of Small Newspapers, and editor and co-publisher of Kankakee's Daily Journal. That newspaper group now is headed by Mr. Small's cousin, Len Small.

Len Small recently helped launch the upscale "Chicago Times" magazine. Another family member, William Small, was a co-owner of United Press International.

The Small family's eight daily newspapers, five weekly newspapers and two magazines are located primarily in the Midwest.

Mr. Small's great-grandfather, also named Len Small, was governor of Illinois from 1921 to 1929.

Mr. Small had spent most of his time since the sale of the broadcast assets overseeing the restoration of a Frank Lloyd Wright building in Kankakee. He had planned to house a restaurant, antique store and travel agency in the completed structure, associates said.

Mr. Small apparently was lured by his kidnapers to the building the morning of Sept. 2. His kidnapers, apparently identifying themselves over the telephone as police officers, said the building had been forcibly entered.

The box in which Mr. Small was found dead included a 20-foot plastic tube running to ground level for air, candy bars, water and a light.

It was located by police after an extensive on-foot and aerial patrol of the area outside Kankakee, about eight miles west of the Indiana border.

Mr. Small, a graduate of Lake Forest Academy in Illinois and Mark Hopkins College in Brattleboro, Vt., is survived by his wife, Nancy, and three sons: Ramsey, 14, and twins Barrett and Christopher, 10. #

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World Radio History

'USA Today' show hunts syndicator

The best kept secret in syndication these days is what GTG Entertainment, Gannett's production partnership with Grant Tinker, will do with its proposed "USA Today" TV series. Insiders say GTG has talked to Paramount, Buena Vista, Lorimar and Group W about distributing the show, but is still thinking about in-house distribution, probably through acquisition of an existing syndicator. In the case of Paramount, some observers think the studio would be willing to terminate "Entertainment Tonight" if an acceptable deal with GTG can be struck. No one involved with the project will talk for the record yet.

Speculation was heating up on the West Coast last week that CBS Entertainment may enlist the help of **David Sams** on the network's ailing "Morning Program." Mr. Sams is the former King World marketing maven who left last year to form his own production company. Last spring, he attended the CBS affiliates convention, pitching his alternative concept of a morning show to disgruntled affiliates that were threatening to drop the show if ratings did not improve.

Bob Simmons, president of Sinclair Broadcast Group, has a gripe with syndicators that are finding new ways to increase the price of doing business. As Mr. Simmons tells it, when his programming contract recently arrived from Coca-Cola Telecommunications for "Dinosaucers," it carried "a brand new charge" that was never mentioned upfront—a \$15-per-episode fee for satellite downlink charges. Mr. Simmons says he won't pay it. At Coca-Cola, meanwhile, Bob Peyton, senior vice president of sales, says Mr. Simmons is the only station manager to complain about the practice, which he says has been in effect for three years.

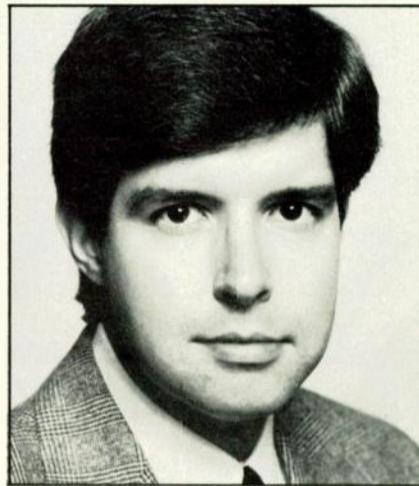
FCC Commissioner **Mimi Dawson**, whose term expires next June, told ELECTRONIC MEDIA last week that she has not given any thought to whether she'll seek renomination. The

THE INSIDER



GRANT TINKER

What's up for 'USA Today' series?



DAVID SAMs

May try to help "Morning Program"

former aide to Sen. Bob Packwood, R-Ore., said that, contrary to rumor, she is not looking for work outside the agency. She also said she is "not interested" in the top lobbying post that the National Association of Broadcasters is trying to fill.

Cable's new role as a breeding ground for broadcast syndication product continues to expand, with the disclosure that the CBN Network is shopping for a distributor for "Second Honeymoon," its weekly first-run game show launching Wednesday on the channel. CBN has an equity interest in the Martindale-Gilden Productions show, which is produced in Canada. Meanwhile, at the Lifetime basic cable network, consideration is also being given to eventual broadcast distribution of "Bumper Stumpers," another

first-run Martindale-Gilden game show.

Raycom Inc., best known as a producer and syndicator of independent sports, is stepping up its efforts to expand into a full-scale entertainment company. Last month, Raycom launched its first syndicated one-hour special, "Elvis' Graceland," which cleared 92 percent of the country. Raycom now has four more specials in the works, as well as a 52-week entertainment/sports show featuring Jim Valvano, basketball coach at North Carolina State University.

NBC can blame RAI, the Italian TV company, for some of the technical glitches it suffered while broadcasting the World Track & Field Championships from Rome recently. Many of the on-air snags probably would have been anticipated during the line check that RAI had planned the day before the meet started. But unfortunately, RAI, which was providing most of the feeds and camera work, decided to give its technicians the day off before the opening of the games.

Larry Harman Pictures Corp. is canvassing more than 150 TV stations that have aired shows featuring the "Bozo the Clown" character that Harman licenses. Archivist Ed Shifres is looking for kinescopes, videotapes, stills, newspaper articles and other artifacts to be used in a book and exhibit Harman is preparing for Bozo's 50th anniversary in 1990. The Los Angeles-based company estimates 183 people have played Bozo since the clown originated on TV.

And finally, some who attended the annual **Radio-Television News Directors Association** meeting in Orlando are complaining about false advertising at one of the events. A session titled "Sex in the News Room" actually turned out to be a rather tame discussion about sexism and hiring practices in the newsroom. "It was just a come-on to drum up attendance," griped one disappointed attendee. #

—Written by Marianne Paskowski from bureau reports

Ex-PTL president: Scrutiny will strengthen TV ministries

By **ROBERT HOMAN**
Staff reporter

WASHINGTON—Former PTL President Richard Dortch says TV ministries will survive ongoing scrutiny by the federal government and be stronger than before.

"Good will come out of this crisis," Mr. Dortch said in remarks last week to an American University audience here. "The press is bringing accountability to the electronic church."

Mr. Dortch left PTL in the wake of the sex scandal involving evangelist Jim Bakker.

That scandal was primarily responsible for prompting an examination by the government into the financial accountability and tax-exempt status of TV ministries. Congressional hearings are expected to be held this fall.

On the advice of his attorney, Mr. Dortch refused to comment about the PTL scandal because of an ongoing investigation by the Internal Revenue Service and other federal and state agencies.

However, he said "obviously, mistakes were made" at PTL.

Asked about the multimillion-dollar salaries of some TV evangelists, Mr. Dortch said: "If Jesus would go on TV, he would ask hundreds of millions of dollars to do it."

He added that most TV evangelists are entrepreneurs who would earn good incomes even if they weren't on TV.

Despite the recent revelations, TV ministries will not lose their appeal with viewers, Mr. Dortch said.

More than 13 million people al-



The sex scandal involving Jim Bakker (above) led Richard Dortch to leave his job as president of the PTL.

ready watch religious TV every day, he said, adding that a new religious-format radio station is launched each week and a new religious TV station is started each month.

In the future, viewers will be able to place 18-inch dishes outside their homes, allowing them to pick up the electronic ministries 24 hours a day, he added.

Mr. Dortch said TV gives power to ordinary people who may not be emotionally capable of handling the

fame and success it can bring.

"If you expose anyone to the American public one hour a day, five days a week, it gives them a position of power," he said. "The power can be used for good or evil."

Television evangelists have been successful because they understand the "felt need" of their audience, he said. That easily brings them a million followers, he added.

"Television ministries are built around personalities, not institutions," he said. #

Cable outlook good, stock analysts say

By **DIANE MERMIGAS**
Senior reporter

The latest reports from Wall Street's media analysts offer an encouraging view of cable television industry earnings and stock prices.

Analysts believe certain cable stocks, including Tele-Communications Inc., American Cablesystems and Comcast Cable Communications, will continue to provide above-average returns over the next year.

According to John Bauer, analyst for Kidder Peabody & Co., cable stocks rose 60 percent over the past year.

Declining interest rates and deregulation have been the driving forces behind the changed value of cable TV franchises and equities, the analysts said in their reports to clients.

Mr. Bauer recommends American Cablesystems, a relative newcomer ranked 27th in the nation, because it has been a savvy buyer of cable properties. Its stock is expected to be trading at more than \$40 per share next year and more than \$63 per share within five years.

He also recommends Comcast, the nation's seventh-largest cable operator, up from 18th just a year ago.

Comcast's recent acquisition of about 500,000 subscribers from Group W has doubled the company's size and poses the potential for accelerated cash-flow growth, Mr. Bauer said in his re-

cent report.

The company's stock, currently trading at a 45 percent discount to an estimated 1988 asset value of \$42 per share, also is expected to rise sharply.

TCI is Mr. Bauer's third recommended cable buy on the basis that the nation's largest and most lucrative cable TV concern can further leverage its \$600 million in annual cash flow.

TCI's stock currently is trading at a 45 percent discount to Mr. Bauer's estimated 1988 asset value for the company of \$47 per share.

Richard MacDonald, an analyst for First Boston Corp. who has also issued a strong buy recommendation for TCI, estimates the company's year-end operating cash flow will be about \$645 million.

Similarly strong recommendations were issued by Barry Kaplan, analyst for Goldman Sachs, and Barry Lucas of First Manhattan Co.

Mr. Lucas also recommended Cablevision Systems Corp., Warner Communications Inc., American Television & Communications, United Cable Television Corp. and TCA Cable TV.

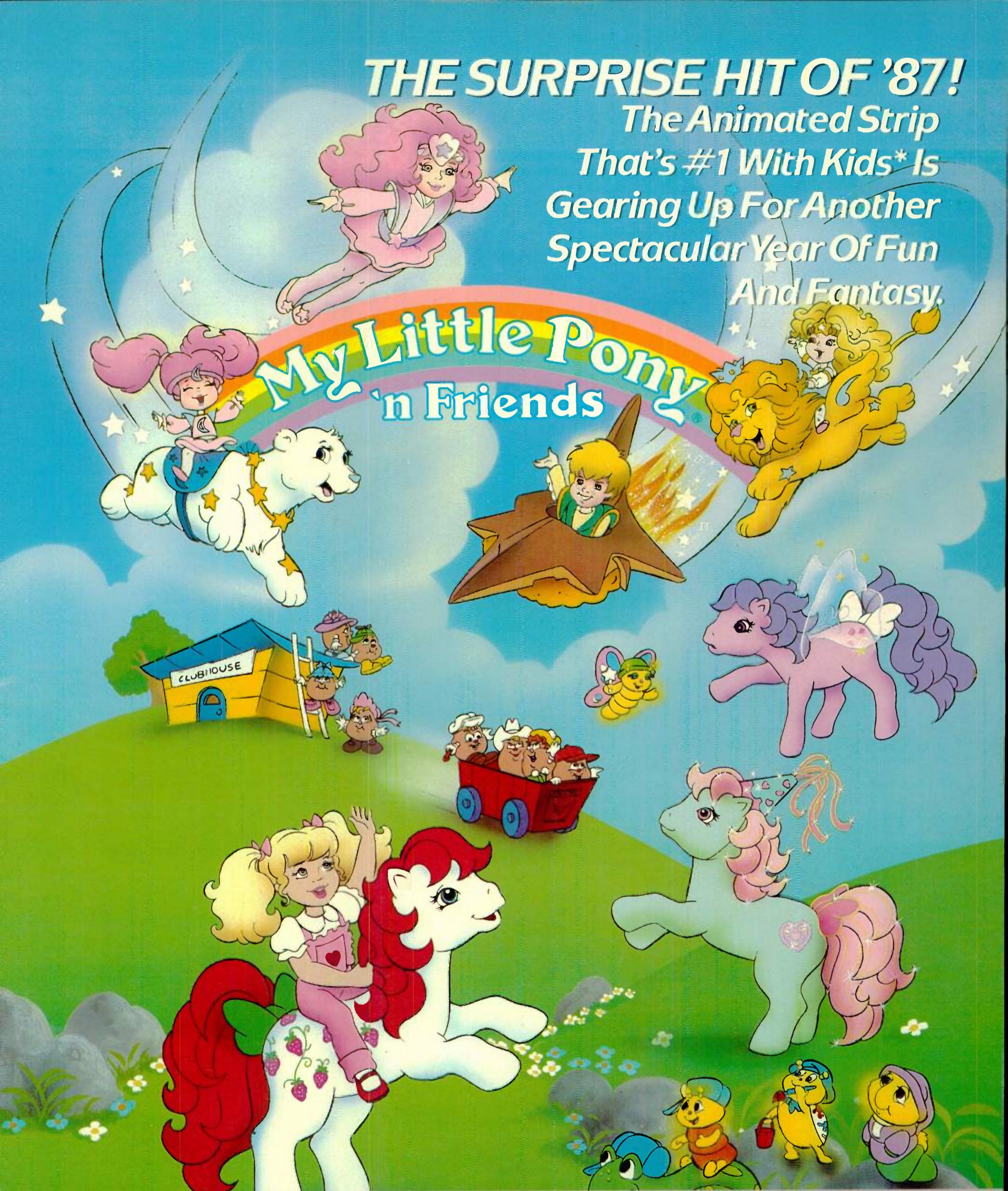
Despite the cable industry's high debt leverage and a looming threat from alternative technologies, Mr. Lucas is among the Wall Street analysts who recently have issued overall glowing recommendations for the industry.

(Continued on Page 50)

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VIEWPOINT

Weighing the price of freedom

Sooner or later, cable operators will finally learn whether they are publishers covered by the First Amendment or utilities subject to governmental restriction.

The latest court decision, rendered by a federal district court in San Francisco this month, comes down clearly on the side of the First Amendment.

The court ruled as unconstitutional franchising rules set up by Palo Alto, Calif., that required Century Communications to provide access channels, serve all residents in its area and build an expensive, state-of-the-art cable system.

This is certainly not the last word on the subject—in fact, it's flatly contradicted by another federal district court decision in Pennsylvania—but it does appear to hold the potential for turning the cable world upside down.

And that's the rub. Many in the cable industry, getting the first whiff of freedom, are beginning to smell trouble.

If the courts free cable systems from government regulation, then operators will be free to build less expensive systems and make more money.

On the other hand, their competitors would then be free to build overlapping systems that hit only the

richest neighborhoods, skimming the cream and cutting everyone's profit margins to the bone.

It's a tough choice, and cable leaders are well aware of the pitfalls. Jim Mooney, president of the National Cable Television Association, was careful to take no sides on the latest decision.

In a perfect world, of course, Mr. Mooney and the cable operators he represents would undoubtedly like to have it all: freedom from competition on the one hand, and freedom from regulation on the other.

But it won't work both ways. And when the decision finally comes, we hope it's for freedom, even with increased competition.

Many of cable's early problems stemmed from the cities' ability to grant exclusive franchises. That led to the famous era of blue-sky system builds, and in some cases to outright corruption.

It should never have happened; unless cable is designated a utility of some sort, cities have no right to do more than charge reasonable access and use fees.

It's heartening that at long last, a federal court has acknowledged that a cable system is no more a utility than a newspaper is. Similarly, cable operators worried about new competition should note how healthy most newspapers are. #

LETTERS TO THE EDITOR

NBC shouldn't drop promotional spots

This letter is prompted by your article in the Aug. 10 ELECTRONIC MEDIA concerning the NBC Television Network's recent decision to eliminate paid promotional spots on its daytime game shows.

Although clutter is of concern to all of us in the advertising community, we feel that our medium has been unfairly singled out in NBC's "declared war on commercial clutter."

We feel that NBC's arbitrary decision to discontinue promotional spots after almost 30 years shows a lack of consideration for both the advertisers that depend on the medium (for many advertisers, promotional spots are the only affordable national television advertising available) and those of us in the brokerage community that have supported NBC's shows through the years.

NBC's decision to eliminate promotional spots also seems somewhat inconsistent when viewed in the light of its ready acceptance of 15-second commercials. Promotional announcements, after all, are confined to daytime programming, while 15s add to clutter in all dayparts.

It can also be argued that promotional spots are part of program content and so should not constitute commercial time.

We feel that NBC has a moral responsibility to re-examine its recently announced policy in terms of its effect on those advertisers and brokers that have been loyal supporters of NBC's game show programming.

At the very least, we ask NBC to gradually phase out the promotional spots and allow those loyal advertisers and brokers adequate time to make an orderly transition to a new, post-NBC era.

Roy Tilles
president
IDTV Inc.
New York

NBC is right to curb commercial clutter

NBC Television Network President Pier Mapes' decision to do away with commercial clutter on the network's daytime program schedule is a courageous and inspiring effort.

In this era of exploding viewer program choice, the thing that over-the-air broadcasters can least afford to do is turn the viewer off with commercial clutter. Yet, that is what we've been doing almost since the beginning, really speeding up the process lately.

Promotional considerations abound in syndicated programming, and we've ex-

panded many of our dayparts to include commercial pods of 6½ minutes or 7 minutes within half-hour programs.

Because of this expanding commercial encroachment, commercial broadcasters are giving viewers more of a reason to switch to the alternatives. In a sense, we're cutting off short-term gain to spite our futures.

Pier's decision goes against the current "grab the money and run" philosophy by building a more desirable product in the future. NBC will get its money back by the simple economic principle: create a demand for a better product.

Frederic Thompson
president
Maine Broadcasting System
Portland, Maine

Letters welcome

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

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

Letters may be shortened and grammatical errors corrected.

As a matter of policy, writers' names are published. #

QUICK TAKES

Do you have a security system for your newsroom?



Tom Griesdorn
general manager
WXYZ-TV
Detroit

"We're as sensitive as any other station regarding security, but I'd hate to outline any of those plans in writing. I don't want to lay down a challenge that might be taken up."



Allan Howard
vice president and general manager
KXTV-TV
Sacramento, Calif.

"Yes, we do. We have electronic surveillance at all corners of the building and a guard on duty. All the doors are on electronic lock, with the exception of the two large front doors. We are very aware of potential security problems."



Ray White
news director
WDEF-TV
Chattanooga, Tenn.

"We recently had a renovation that made the station more secure, but we might add some security at a future date. The only newsroom security we have now is at the building entrance. There haven't been any problems in our market, as far as I know."

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CBS: Turning 60 and celebrating

By ADAM BUCKMAN
Staff reporter

CBS will commemorate its 60th anniversary with a prime-time special tentatively scheduled to air next spring.

But depending on how one looks at the birth of CBS, the 60th anniversary could be celebrated on Sept. 18.

On that date in 1927, 16 radio stations carried the first CBS radio network broadcast, a one-hour adaptation of an American opera called "The King's Henchman."

In the decades following that first broadcast, the company was to experience phenomenal growth due to its strategic position as an innovator in the new electronic media of radio and television.

In the 1950s, for example, the CBS Television Network was considered the largest advertising medium in the world.

It has only been in recent years that CBS found it necessary to adopt a defensive posture to fend off several hostile takeover attempts.

But while it has sold off assets and changed leadership during the last few years, CBS for most of its history was characterized by consistent leadership and aggressive expansion.

In September 1928, William S. Paley bought the company, then called United Independent Broadcasters, and changed its name to Columbia Broadcasting System. He became the company's first president.

When Mr. Paley moved to chairman in 1946, Frank Stanton was elected president and held that post through most of the company's most successful years—the 1950s and 1960s.

In 1980, Thomas H. Wyman became only the second chairman in CBS history. When Mr. Wyman lost the confidence of the CBS board in 1986, the directors turned back to Mr. Paley and restored him to the chairman's office at age 85.

From 400 employees producing net profits of \$900,000 in 1930, CBS grew to employ 36,000 with net profits of \$193 million in 1980.

Concentrating on broadcasting and records in its first 30 years, CBS always seemed to have the biggest stars. On radio, CBS had Bing Crosby, the Mills Brothers, Jack Benny, Kate Smith, Will Rogers and "Amos 'n' Andy."

In the mid-1950s, star performers on CBS TV included Jackie Gleason, Perry Como, Phil Silvers, Red Skelton, Herb Shriver, Ed Sullivan, Arthur Godfrey, George Burns, Gracie

Allen, Jack Benny, Danny Thomas and Garry Moore.

In the 1930s and 1940s, CBS Records was the home of Duke Ellington, Harry James, Benny Goodman, Fred Astaire, Count Basie and the Philadelphia Orchestra.

In later years, the company has had recording contracts with Bob Dylan, Billy Joel, Paul McCartney, Bruce Springsteen and Michael Jackson.

Fueled by advertising revenues earned during TV's golden age of the 1950s, CBS was an aggressive buyer and seller of dozens of companies in a variety of fields.

Due to aggressive acquisitions in the 1960s and 1970s, CBS was involved in manufacturing flutes and piccolos, organs and pianos, electric guitars and loudspeakers.

It owned a baseball team—the New York Yankees—and a string of technical schools, which were bought and sold in the 1970s.

At one time, CBS had interests in cable TV systems in the Pacific Northwest. It also set up its short-lived CBS Cable, a cultural service that ran from March 1981 to September 1982.

CBS was involved with toys as well, owning Creative Playthings and Ideal Toy Corp. It sold "spring-suspending riding toys" when it owned Wonder Products Co.

The company bought and sold X-Acto Inc., a maker of razor-sharp cutting tools for crafts. To go along with that, it bought the National Handicraft Institute, a mail-order company in the arts and crafts field.

CBS sold records with its Discount Records chain of stores. It sold stereos with Pacific Electronics, a retail chain.

The company established record factories and TV studios. It published business publications, paperbacks and religious materials.

While it was buying and selling these businesses, CBS was establishing a top-flight string of radio and TV stations, and operating the nation's most popular TV network.

It became known as an innovator—"The Tiffany of networks," some said—for the news magazine program "60 minutes," now 20 years old, and for such ground-breaking series as "All in the Family," "Maude," "The Mary Tyler Moore Show" and "M*A*S*H."

With longtime anchorman Walter Cronkite, CBS News was the most trusted news source in America.

It is these successes—rather than the recent struggle of Laurence Tisch against Thomas Wyman, or Dan Rather vs. Tom Brokaw—that CBS will focus on as it celebrates its 60th anniversary next spring. #



CBS built its TV reputation with the help of (clockwise, starting upper left): George Burns and Gracie Allen in "Burns & Allen"; Lucille Ball in "I Love Lucy"; Mary Tyler Moore and Cloris Leachman in "The Mary Tyler Moore Show"; and anchorman Walter Cronkite.

CBS milestones

Sept. 18, 1927: CBS, doing business as United Independent Broadcasters, does its first radio network broadcast, a one-hour adaptation of an American opera, "The King's Henchmen," originating from station WOR in Newark, N.J., the opera and carried on 16 stations.

September 1928: William S. Paley, a young entrepreneur who had become a success in the cigar business, buys United Independent Broadcasters, changes the name of the company to Columbia Broadcasting System and becomes its first president.

Dec. 6, 1928: CBS airs its first newscast, anchored by Bill Schudt.

1929: Seeking to establish credibility with investors after several brushes with bankruptcy, William Paley sells 49 percent of his new company to Paramount.

1930: CBS numbers 400 employees with net profits of \$900,000 from sales of sponsorships totaling \$7.2 million.

1931: CBS begins regularly scheduled television programming over experimental station W2XAB in New York.

1938: CBS buys American Record Corp. and enters the record business.

1940: CBS numbers 2,000 employees and realizes net profits of \$5 million on net sales of \$36.2 million. CBS did its first color TV broadcast from the top of one Manhattan tower to another.

1941: CBS begins weekly black-and-white TV broadcasts from WCBS-TV, New York.

1946: William Paley becomes CBS chairman. Frank Stanton is elected company president.

May 3, 1948: The first evening news program on CBS premieres. The network has about 30 affiliates as it begins regularly scheduled TV programming.

1950: CBS has 3,000 employees with net profits of \$4.1 million on net sales of \$99.6 million.

1951: CBS broadcasts first live coast-to-coast TV transmission from New York to San Francisco.

Oct. 15, 1951: "I Love Lucy" begins its 10-year run on CBS.

1954: "Face the Nation" premieres on CBS Television.

1957: "The CBS Morning News" premieres.

1960: CBS has 15,000 employees with net profits of \$23.2 million on net sales of \$464.6 million.

1961: CBS sells the assets of Hytron Radio & Electronics Corp., which it bought in 1951, and gives up TV manufacturing.

April 16, 1962: Walter Cronkite takes over for Douglas Edwards as anchor for "The CBS Evening News."

1964: CBS buys the New York Yankees. In the same year, it enters cable TV by buying a portion of a cable system in Vancouver, British Columbia.

1965: CBS headquarters moves to Sixth Avenue and becomes known as Black Rock.

1970: CBS has 22,000 employees with net profits of \$64.1 million on net sales of \$1.23 billion. In the same year, it bought a string of technical schools.

Sept. 19, 1970: "Mary Tyler Moore" premieres.

1971: Charles T. Ireland becomes CBS president, while Frank Stanton becomes vice chairman.

Jan. 12, 1971: "All in the Family" premieres.

June 6, 1971: "The Ed Sullivan Show" airs for the last time.

1972: Arthur Taylor becomes president of CBS.

1973: CBS sells the New York Yankees to George Steinbrenner.

1976: John D. Backe becomes president of CBS.

1979: "CBS Sunday Morning" premieres.

1980: Thomas H. Wyman becomes president and chief executive officer. In the same year, CBS counted 36,000 employees with net profits of \$193 million on net sales of \$3.96 billion.

March 6, 1981: Walter Cronkite relinquishes his evening news anchor position to Dan Rather.

1981: CBS Cable, a cultural network, begins, but is terminated in September, 1982.

1983: Thomas H. Wyman becomes CBS's second chairman. William Paley assumes the title of founder chairman.

1985: Ted Turner floats a proposal to acquire CBS, and CBS repurchases 21 percent of all outstanding shares for \$954.8 million.

1986: Thomas Wyman is forced out as chairman of CBS. Laurence A. Tisch buys 24.9 percent of CBS stock and becomes acting chief executive officer. William Paley is restored as chairman. The company also sells some assets, including KMOX-TV, St. Louis. #

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THE BIG THREE NETS HAVE TO OFFER"**

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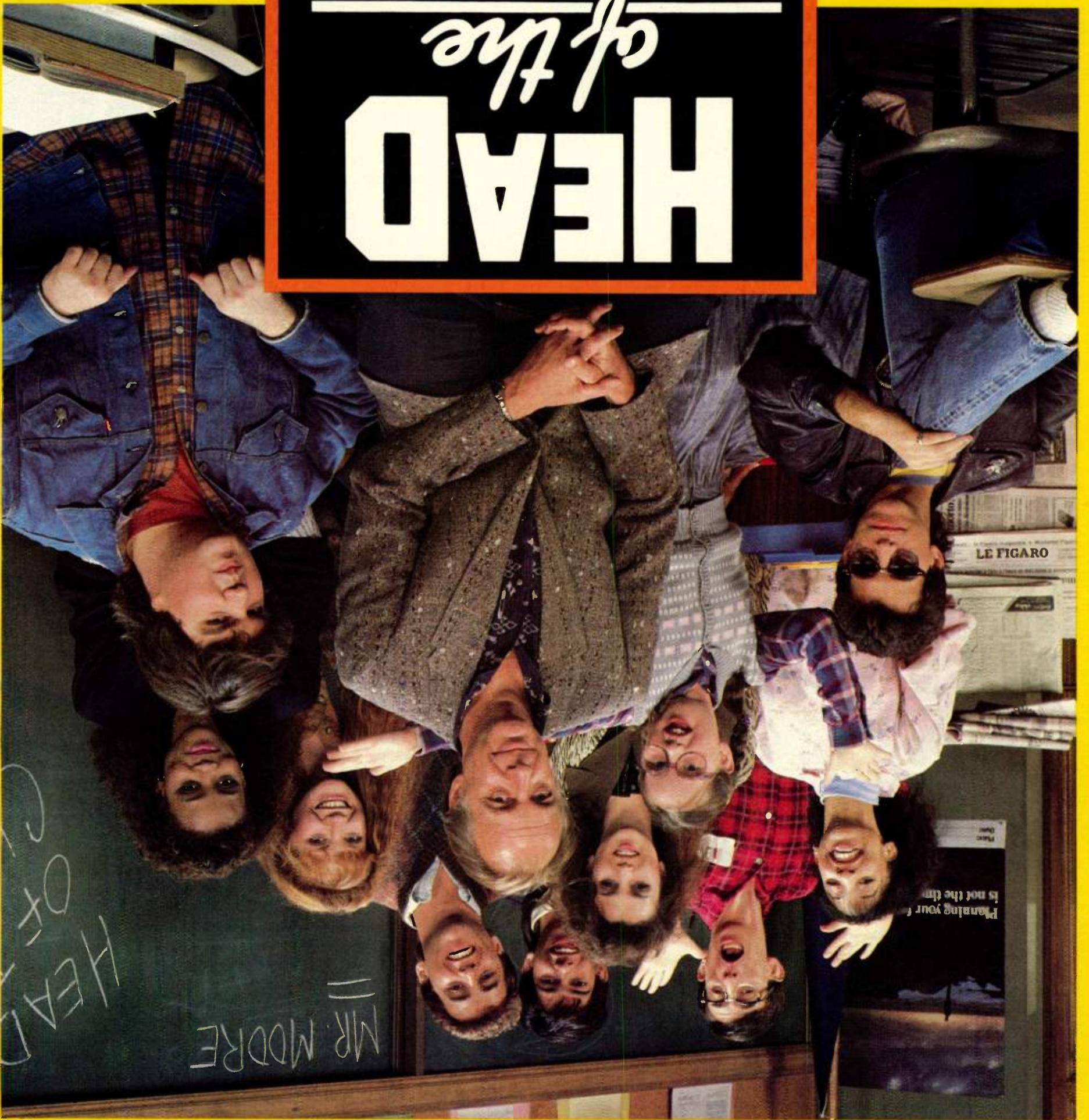
**"HOW COULD A CIVIL, DECENT,
PLEASANT LITTLE SITCOM BE A
TURNAROUND POINT FOR A WHOLE
TELEVISION NETWORK? 'HEAD OF THE
CLASS' . . . MAY SIGNAL BRIGHTER,
EVEN NOBLER, DAYS."**

THE WASHINGTON POST

**" 'HEAD OF THE CLASS': HIGHEST
GRADES . . . IS ONE OF THE BRIGHTEST
COMEDIES . . . IT DESERVES TO BE ON
TELEVISION'S HONOR ROLL"**

THE NEW YORK POST

HEAD of the CLASS



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WPWR-TV, Chicago

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KBHK-TV, San Francisco

WOI-TV, Des Moines

WLVI-TV, Boston

KOLD-TV, Tucson

WATL, Atlanta

KDEB, Springfield, MO

KMSP-TV, Minneapolis

KHGI-TV, Lincoln-Kearney

KUTP, Phoenix

KLAS-TV, Las Vegas

KPTV, Portland, OR

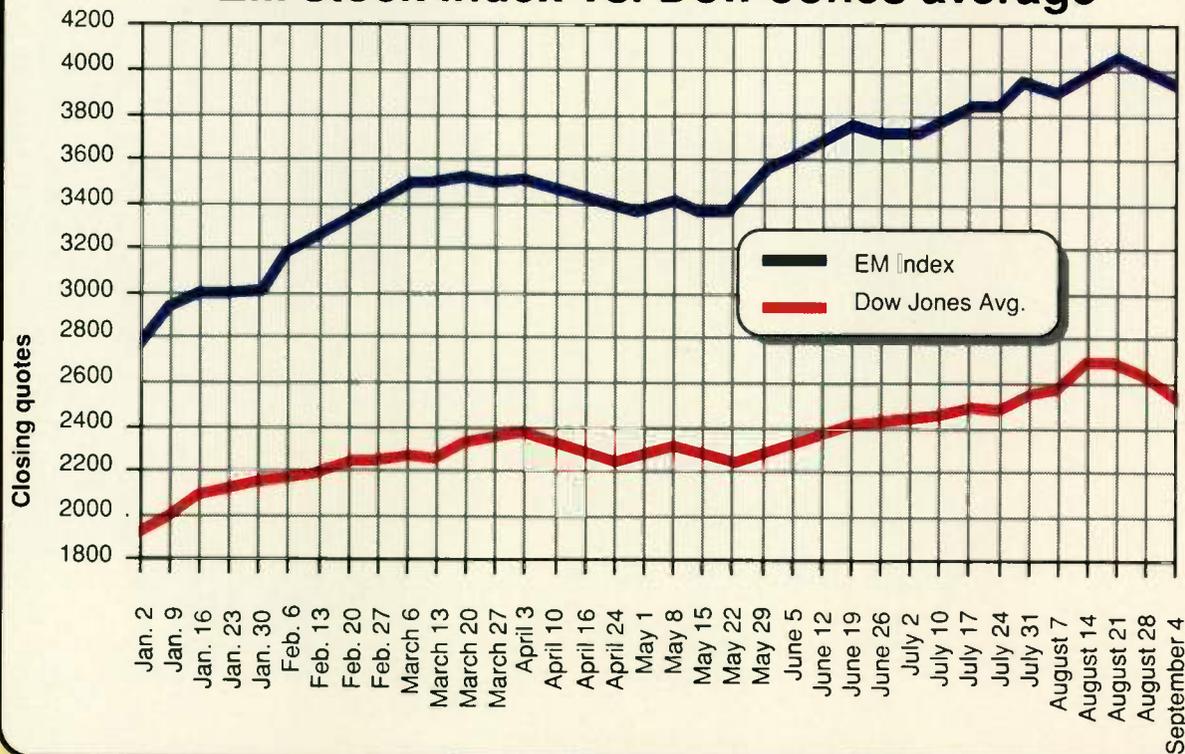
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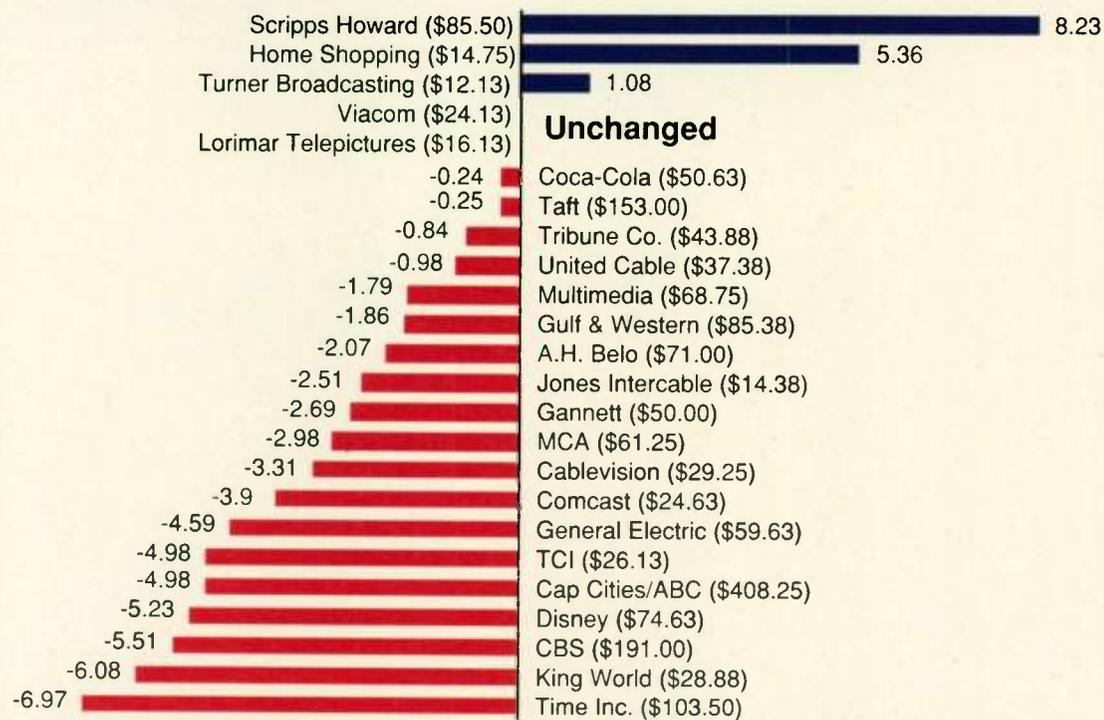
The stock picture at a glance

EM stock index vs. Dow Jones average



Winners and losers for the week ended Sept. 4

Percent changes for Aug. 31 to Sept. 4 (Sept. 4 in parentheses)



Source: Nordby International

Stock dives can endanger media firms

When the stock market takes those dramatic plunges downward, it raises the specter of unwanted change for some media companies.

Such erratic declines can leave companies vulnerable to a selling spree by institutional investors, a restructuring of management, rejuvenging of assets or even an unfriendly takeover attempt.

Wall Street analysts don't expect a tidal wave of change among media companies each time the market takes a dive. After all, most of the country's largest publicly held broadcast companies either have been taken over by new owners already or have undergone extensive, self-preserving recapitalization and reorganization.

But select broadcast concerns, most of which have managed to avoid the recent corporate upheavals, will be vulnerable to change in the wake of a stock-price plunge, they say.

"I think we could see at least a downward 10 percent correction in the market, which would leave some media companies running for cover," says Dennis McAlpine, analyst for Oppenheimer & Co.

"But the general decline in stock prices would have to be more severe to precipitate the kind of dramatic changes we have witnessed in this industry in the last several years."

McGraw-Hill, analysts say, is the kind of company whose stock price is fragile.

The company has consistently denied rumors that its broadcast properties are for sale, though its publishing assets reportedly are being eyed by such print entrepreneurs as Robert Maxwell. During the first week of September, it managed to protect its stock price of about \$81 by trading on speculation.

Also, Lorimar Telepictures, whose stock price has been hovering only a few dollars above its recent per-share low of \$13.50, could find itself the victim of an unwanted takeover as it attempts to narrow its business focus and bring its finances back into the black.

Still, many analysts believe Lorimar's management is savvy enough to avoid that fateful scenario. Also, they say the company could be protected by escalating interest rates, which would make it more costly to finance takeovers.

MCA is in a similarly precarious position with its stock trading in the low 60s per share and its management in the throes of deciding how best to fend off unwanted suitors.

Last week, speculation continued that Coniston Partners, a leveraged-buyout firm, was preparing to declare at least a 5 percent interest in MCA with an eye toward making a bid for the company or forcing the sale of some of its diverse yet lucrative assets.

CBS is another major broadcast concern for whom a continuing drop in stock prices could trigger still more chaos, analysts say.

Should prices continue to drop, CBS, whose stock has been trading in the 190s, could buy back more of its common issues just to keep it out of the hands of unfriendly investors.

However, such a move would simultaneously increase the ownership stake of Chief Executive Officer Laurence Tisch beyond 25 percent. That could produce the unwanted effect of having the Federal Communications Commission declare that CBS has undergone a change in control and must divest radio stations that previously were grandfathered from the ownership rules.

Even the priciest, most inflated stocks are subject to some contraction as the rest of the market slides.

For example, Capital Cities/ABC, which generally has outperformed the market by trading in the low- to mid-\$400 range per share, fell more than 11 points to close at \$418 on Sept. 1.

By week's end, Cap Cities/ABC stock was off nearly 14 points, closing at \$408 on Sept. 4.

But Capital Cities is clearly the exception rather than the rule, since strong gains would provide plenty of room for prices to deflate while the company's footing remains firm.

Capital Cities/ABC, like CBS Inc., sells at more than 20 times its projected 1987 earnings—premiums much heftier than the average for Standard & Poor's 500 stocks now.

Robert Ladd, of Deutsche Bank Capital, is among those analysts who predict that a gradual sell-off of 200 or more points could throw the price of some broadcast companies well below their estimated asset value and into peril.

"Media is a high multiple group and it could get hit very hard in a bear market. Asset values are a protection against any major sell-off," Mr. Ladd said.

(Continued on Page 46)



The Business Beat

By Diane Mermigas

Cooke invests in Nostalgia Network

WASHINGTON—Jack Kent Cooke, owner of Cooke CableVision, has purchased 8.91 percent of the Nostalgia Network for \$1 million.

The company is the parent of The Nostalgia Channel, a basic cable TV service that offers vintage programs and movies on 50 cable TV systems reaching 1.3 million subscribers.

According to a filing at the Securities and Exchange Commission, Mr. Cooke bought the shares "for the purpose of making a significant investment."

Cooke CableVision owns 43 cable systems serving 450,000 subscribers. The company has also recently agreed to purchase First Carolina Communications, with cable systems serving 130,000 subscribers.

Mr. Cooke, who's also the owner of the Washington Redskins, was not available for comment.

* * *

LOS ANGELES—Kenner Parker Toys has accepted a \$622 million friendly buyout offer from Tonka, shunning a hostile takeover bid mounted in July by

New World Entertainment. The Minnesota-based Tonka offered \$51 a share for Kenner Parker stock, outstripping New World's \$47-per-share proposal previously rejected by Kenner Parker.

New World has wanted to add Kenner Parker to its Marvel Productions subsidiary, which is developing TV and movie projects based on 900 licensed comic book characters.

* * *

NEW YORK—General Electric has sold off another asset of RCA Corp., the former NBC corporate parent it bought last year. RCA Global Communications, an international telex and data transmission business, is being sold to MCI Communications for \$160 million.

* * *

NEW YORK—ScanAmerica, the people-meter-based TV audience measurement system scheduled to debut next fall, is now 100 percent owned by Arbitron Ratings Co., New York.

Earlier this month, Arbitron, which already owned 50 percent of the venture, bought the remaining 50 percent from

its partner, SAMI/Burke, a Chicago-based research company. Terms were not disclosed.

* * *

NEW YORK—Trading of shares of Clear Channel Communications, owner of eight AM and eight FM radio stations, began on the American Stock Exchange on Aug. 21.

San Antonio, Texas-based Clear Channel had been traded on the NASDAQ system since going public in 1984. The move to the AMEX system will provide "broader national visibility," said company President L. Lowry Mays.

* * *

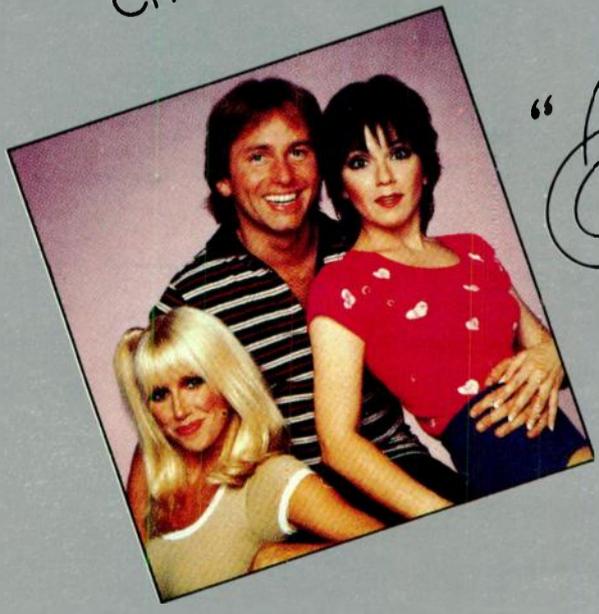
LOS ANGELES—Times Mirror Co. officials have proposed creating two new classes of stock with different voting rights and increasing the authorized number of common shares outstanding as defenses against a hostile takeover.

Shareholders must approve the plan, which would secure control of the broadcast-cable-newspaper concern by the Chandler family and current stockholders. #

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Technology and equipment



"Rhapsody in Moo," being performed for Kemps Ice Cream.

Slick animation turns cows into singers for ice cream ads

By EILEEN NORRIS

Special to ELECTRONIC MEDIA

Imagine real cows whose mouths appear to be singing along to an Andrew Sisters-like jingle. They're singing the praises of a brand of ice cream.

"The secret of Kemps . . . It's the cows," they croon between moos.

The 30-second spot for Marigold Foods' Kemps Ice Cream is getting rave reviews in the five-state Midwest market where it's airing. In fact, a Minneapolis-St. Paul grocery store chain is giving away posters of the singing cow stars to consumers who buy the ice cream.

But these melodic cows did not become celebrities overnight.

It took six human beings three weeks to render 741 different cow mouths so those live-action, strolling cows could enunciate their words better, says Tom Larson, owner of Reelworks Animation Studio in Minneapolis.

The live action of the strolling cows was shot in San Francisco, then a special instrument was used to trace the mouths so that artwork could be created to hide the lower jaws of the cattle. The mouths were shot separately on 35mm film.

"We animated new mouths with new teeth and tongues so we could get the cows to enunciate their words better," Mr. Larson said.

Reelworks touched up the mouths with a computerized paintbox, but he estimates that 95 percent of the painstaking artwork was done by hand.

"We had to draw 741 different mouths because every frame of film shows the cows singing in a different mouth position.

"There are 24 frames to a second, so we had to create 24 different mouths per second," Mr. Larson ex-

plains.

The finished animation cost about \$1,000 per second.

Then it was off to Composite Image Systems in Los Angeles, which has one of the few electronic optical printers in which animation can be integrated with live action.

"We took the live action and actually dropped the mouths into the correct space," he said. "The basic goal was to animate the mouths according to the mood of the soundtrack and at the same time hide the real mouths of the cows."

The "Rhapsody in Moo" spot, created by Martin Williams Advertising in Minneapolis, follows a similar commercial the agency did for Minneapolis-based Kemps that won one of advertising's prestigious Clio awards in 1986. It depicted different flavors of cows, including a New York vanilla cow with graffiti on it.

After that aired on TV and was seen on billboards, one startled person called Kemps to say that their outdoor billboard had graffiti all over it.

"I've never seen a market respond like this," says Mary Traub, who handled the first spot for Martin Williams. "I don't know what we'll do to these cows next."

"I guess it's been popular because you see cows strolling along singing and you do a double take," says Lisa Thotland, manager of broadcast production at the agency.

She says the commercial cost less than \$150,000 to produce. "The animation is done well and people get a kick out of it."

"People laugh at it and it's memorable," adds Mr. Larson.

"And they remember the Kemps name, which is really what it's all about. #

Flyaway packs enable reporters to broaden scope

By BOB PAULSON

Special to ELECTRONIC MEDIA

Television journalists have a new tool that's enabling them to broadcast from just about anywhere.

It's the flyaway pack, a portable satellite uplink system that can be packed into cases and flown to news scenes.

Flyaway packs, also called video flight packs, can arrive the same day of a morning news event almost anywhere in the world.

Since they cost significantly less to buy, move, operate and maintain than satellite news-gathering vehicles, or SNVs, their assignment to stakeouts at suspected sites of upcoming news is economically justifiable.

That's been CNN's experience in the months since it took delivery of an S-1 Flyaway Pack from Midwest Communications Corp. of Edgewood, Ky.

CNN's flyaway pack has now been away from its Atlanta home base on more than one dozen assignments, including two trips to Palm Springs, Calif., for several-day stakeouts at the Jim and Tammy Faye Bakker home.

Charles Hoff, CNN's NewsBeam managing director, says: "Reviewing what we've done with it since April 1, I have total, absolute faith in it. There's no reason for CNN to use either a Ku-band SNV or C-band fixed services for our news gathering.

"Only in Hawaii, when we were field testing the unit we bought, did we push the transmitter to its limit," Mr. Hoff says. "We were operating it at an outdoor stage, using power from the hotel, which arrived via extension cords at 94 volts. However, the signal received in Atlanta was completely OK."

Many other flyaway pack stories "live from the scene," such as the Bakker interviews, are also memorable because CNN beat the network and local competition by breaking into its 24-hour feed.

Among the more outstanding uses of the pack, Mr. Hoff remembers what he called the "two-fer" on Memorial Day. The pack enabled CNN to air the Philadelphia opening of the Constitution Bicentennial in the



CNN field tested the Midwest Communications S-1 Flyaway Pack in Hawaii (above).

morning and the ceremonies marking the return of the U.S.S. Stark bombing victims at Dover, Md., later in the day.

The flyaway pack's performance, as analyzed at downlink sites, is indistinguishable from an SNV. Flyaway packs are not substantially different from SNVs except in antenna diameter and power rating.

"Otherwise," says Ed Stewart, Midwest Communications' regional RF sales manager, "a flyaway pack is a complete Ku-band uplink transmitter, with a downlink monitoring receiver and interface and communications gear that are physically and functionally the same as you'll find in an SNV."

Due to practical considerations and airline regulations, a flyaway pack is installed in one dozen or more shipping cases, each weighing a maximum of 100 pounds. They can then be transported on commercial airlines as excess baggage.

Prices for the packs start at around \$170,000—about half the price of an SNV.

It generally takes only minutes to set up, interconnect and power up the units, according to those who use them.

CNN's Mr. Hoff says the most dif-

(Continued on Page 46)

Autogram unveils radio/television stereo audio console

Autogram Corp. is offering a new stereo audio console for radio or TV. The R/TV-12 Series Audio Console has eight dedicated channels plus four channels with four sources each for a total of 24 inputs. Each channel uses four lighted switches with a selection of audition, program or both. There is a switch for channel "off" and channel "on/remote start." The motherboard can be reached by lifting the cover, which is hinged at the rear of the

Product update

console. Autogram Corp., 1500 Capital Ave., Plano, Texas 75074.

* * *

Versa-Text Systems has unveiled the Versa-Text news-gathering system, an integrated software and hardware system. The portable Versa-Text unit can communicate anywhere within the station's two-way radio coverage area, or via tele-

phone, satellite or microwave audio link, to send scripts or messages. Dual encryption techniques eliminate eavesdropping. Versa-Text Systems, 5595 Arapahoe Ave. Suite G, Boulder, Colo. 80301.

* * *

Transcom Digital has developed a digital audio network that provides fast track construction, edit-

ing, dialogue recording and video and film layback. In conjunction with a Sony multitrack digital recorder, Solid State Logic automated console and a computerized MIDI-SMPTE sound design shop, all audio is recorded and assembled digitally, then relayed to any other work station without the producer ever leaving the room. Transcom Digital, 902 Broadway, New York, N.Y. 10010.

* * *

Telecommunications Techniques

Corp. has introduced a new DS3 analyzer. Called the T-BERD 305, the analyzer provides sophisticated testing capabilities in an easy-to-use, portable package. The T-BERD 305 is used for in-service testing of DS3 communications across any medium, including coaxial cable, optical fiber or microwave systems. Telecommunications Techniques Corp., 444 N. Frederick Ave., P.O. Box 6027, Gaithersburg, Md. 20877.#

STILL THE TOPS!



**FIVE OF
THE TOP TEN**
Animated Series
in Syndication
(Source: NSI Cassandra, May 1987)

1. The Jetsons
2. Smurfs[®]
Adventures[®]
6. Scooby-Doo (tie)
6. The Flintstones (tie)
9. The Funtastic
World of
Hanna-Barbera

* A Sepp/Hanna-Barbera co-production
Smurfs[®] created by Peyo

 **Hanna-Barbera Productions**

A Division of The Taft Entertainment Company

More radio stations trying 'picture-painting' call letters

By J.R. ANDERSON
Special to ELECTRONIC MEDIA



RICK SKLAR
Desirable call letters dwindling

If you flip through your radio dial, you may find the airwaves are filled with MAGIC and POWER or have been taken over by enough FOXES, EAGLES and other animals to fill a ZOO.

As stations crowd onto the radio band, their call letters are becoming increasingly important in identifying the station's niche in its market.

According to radio consultants, call letters are being transformed from the simple station identifiers they once were to "picture-painting" market tools.

"The first thing you look for when selecting call letters today are letters that can quickly and easily communicate a radio station's proposition," said E. Alvin Davis, of Cincinnati-based E. Alvin Davis and Associates.

Mr. Davis says effective call letters can differentiate whether a radio station plays top 40 (WHTZ-FM in Newark, N.J.), easy listening (KEZL-FM in Fowler, Calif.) or news (KNWZ-AM in Palm Desert, Calif.).

Changing call letters used to be a rarity. When radio was in its infancy, stations were best known by their "family" names.

Chicago's WLS-AM, for example, stands for World's Largest Store—a reference to its then owner, Sears Roebuck & Co.

Stations owned by individuals often opted to use the owners' initials.

Still others, such as WNYC-AM in New York, used letters that identified their location.

"Those were much simpler times," says Mr. Davis. "Now it's not important to know that WGBS is George Beasley's station or that WCOL is broadcast out of Columbus (Ohio). Everything is much more sophisticated.

"People are being bombarded by media messages. Call letters have to promote some sort of visual reference if they are going to be remembered at all."

Stations today are more likely to change their call letters than they once were, usually to accompany a format change.

"It's very difficult to change people's minds once an idea has been established," says Mr. Davis. "If stations' call letters used to mean one thing to them, it's hard to convince people they now mean something else."

creative side.

"Radio stations are becoming more aware of who their listeners are and becoming more personal for them," he adds.

When selecting new call letters, a consultant first tries to identify the station's listeners as closely as possible, said Tommy Hedges, senior program adviser for Los Angeles-based Jeff Pollack Consultants.

After the necessary demographic studies are done, Mr. Hedges said, he starts culling the Federal Communications Commission's list of available calls for the most meaningful letters for the specified audience.

Selecting call letters might sound easy, says Mr. Davis, "but we are talking about trying to find something meaningful in only four letters, only three of which you have any control over. Even then the control is limited because you don't exist in a vacuum. Many of the best letters and combinations are already taken.

"A light rock station, for instance, might find the letters L and T attractive. But if the letters are already being used in their area by another station that probably doesn't even play light rock, it would be best to look into some other letters."

Currently Q, X and Z are very popular call letters, Mr. Hooker says. But while research has shown they are the most easily remembered letters, he adds, overuse may soon destroy their popularity.

"Call letters really have to be unique to the market to be effective," Mr. Davis said. "Too many stations with similar letters eventually cause confusion. When confusion results, it ultimately benefits the leader."

The lengthy list of available letters is starting to dwindle to a desirable few, said Rick Sklar, of Sklar Communications in New York.

"A radio station really wants call letters that people can remember. They want the best letters for their market that they can find, inherit or even buy if they have to," says Mr. Sklar. "But if you can't get the letters you really want, the new trend is to simply think up a name for your station and if possible to tie it into your dial position."

One station with a name for itself is Cleveland's WMMS-FM. It's better known as the Buzzard, says (Continued on Page 46)

Studios trying to find elusive game-show hit

By RICHARD MAHLER
Los Angeles bureau chief



WINK MARTINDALE
To host "High Rollers" this fall

The new syndication season promises a bumper crop of game shows, as producers keep trying to duplicate the success of King World's top-ranked "Wheel of Fortune" and "Jeopardy!" strips.

"No one knows what the market will look like next year," concedes Shelly Schwab, president of MCA TV Enterprises.

"We're looking for availabilities wherever we can find them."

MCA is set as the distributor of "Double-Up," a proposed new daily game show from Dick Clark Productions.

The series, hosted by "M*A*S*H" co-star Jamie Farr, has been developed in two versions: one with celebrity contestants and another with couples selected from the general public.

"Double-Up" is one of at least 10 game shows currently in development for 1988's first-run marketplace.

At this point, says Mr. Schwab, the program is ready for a January or September start, depending on station needs following the November sweeps.

Several other syndicators have adopted similar strategies, and at least one deal is predicated on whether or not a network sale emerges.

King World is trying to sell "Monopoly" to one of the Big 3 broadcast networks for a fall start. Martindale-Gliden Productions is one of three producers competing for production rights to the show.

As of last week, King World was still fine-tuning the show's concept with test audiences.

Wink Martindale appears this fall in the new "High Rollers" strip distributed for his production company by Orion.

If "High Rollers" stumbles, Mr. Martindale has two other new game shows—"Top Secret" and "Eavesdroppers"—waiting in the wings.

The former show has been bought by CBS-TV as a daytime pilot, and the latter is being supported by Procter & Gamble as a barter series for syndication, either in January or September 1988.

CBS is said to be negotiating with Mark Goodson Productions for a network version of its "New Family

Feud," which LBS plans to syndicate next fall.

Barris Industries has set a September 1988 premiere date for its updated version of "The Gong Show," which went out of production in 1978. Producer Chris Bearde will retain the "principal elements" of the comedy variety show, although original host Chuck Barris will not be returning.

Other studios said to be developing game shows for introduction next year include Columbia/Embassy with an untitled strip and Paramount, which has "Wipeout."

Peregrine Entertainment and Blair Entertainment are each developing at least one access strip for 1988, but the format and content of those shows have not been divulged.

The other hot genre for next year is reality-based talk programming, aimed at unseating Paramount's "Entertainment Tonight" and King World's "Oprah Winfrey Show."

The latest entrant is "Public People/Private Lives," a proposed weekly hour-long series from Kelly Entertainment and Orbis Communications.

The show, which will star Sarah Purcell of "America" and "Real People" fame, promises "a revealing look into the private side of public personalities."

It's based on a prototype that aired late last year on 157 stations reaching 87 percent of U.S. TV (Continued on Page 46)

Firm offering videos of pope, Bernhard Goetz

By RICHARD TEDESCO
Staff reporter

NEW YORK—MPI Video News, the company that hopes to make Lt. Col. Oliver North a home-video star, plans to do the same for Bernhard Goetz and Pope John Paul II.

MPI Video News executives see the projects as a way of breaking new ground for home video in the field of news reporting.

"We're struggling here to create a new category. We want to do the things that are too hot for TV to touch," said Jaffer Ali, MPI's vice president of sales.

On the heels of releasing "Oliver North: Memo to History," MPI Video last week issued "Pope John Paul II: Seven Days of Eternity."

The 50-minute video, featuring footage filmed at the Vatican during Holy Week, pres-

ents a history of John Paul's papacy. It includes footage of the assassination attempt on the pope and a reading of some of his poetry by Orson Welles.

The Bernhard Goetz tape, with the working title "Inside Goetz," is due to be released later this month. It's based on the two-hour videotaped confession that was the centerpiece of the New York subway vigilante's recent trial.

The Goetz, Pope and North videos are each priced at \$19.95.

So far, MPI appears to be struggling with sales of the tape of Lt. Col. North's recent testimony in the Iran-contra hearings. After shipping 100,000 copies to retail video outlets, Mr. Ali reports: "We're getting a lot back."

The Pope John Paul II tape has gotten a negligible response from video dealers so far, he added.

But Mr. Ali says he expects brisk sales for the Goetz tape.

He estimated it will have an initial shipment of 50,000 copies when it's released later this month.

"This is going to be a riveting piece," he said. "It's a national phenomenon."

Mr. Ali objected to suggestions that MPI is reaching for sensationalism with the Goetz production. He views the projects MPI undertakes as an unfettered form of news reporting.

"It is the first place where you can get uncensored news because we're not limited by the (FCC)," he said.

Meanwhile, Mr. Goetz's attorneys have said they'll fight the video's release. They claim the tape is commercializing their client's case without his permission.

But Mr. Ali is unconcerned about those ob-

jections.

"It is not our habit to contract with anybody to get the rights to news," he said. "We're not into checkbook journalism."

Next on the agenda, MPI plans what Mr. Ali says will be an explosive look at the CIA.

"Eventually we'll do an expose on the CIA like you could never see on television," he said.

MPI has already produced a three-part tape titled "Inside the CIA," featuring interviews with former CIA agents.

The company has also been active in the documentary field, with releases that include "In the Year of the Pig," a film about the Vietnam War; "Millhouse," a tape about the Richard Nixon presidency; and "McCarthy: Death of a Witch Hunter," about former U.S. Sen. Joseph McCarthy. #



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Dallas (KTVT)	Rtgs. Up 150%*	-	W 18-49 Up 400%*
St. Louis (KMOV)	Rtgs. Up 33%*	-	W 18-49 Up 60%*
Rochester (WOKR)	Rtgs. Up 33%*	-	Tot.Wom. Up 50%*
Beaumont (KBMT)	Rtgs. Up 100%*	-	Tot.Men Up 400%*



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For Information: **JOANNE LEIGHTON** Director of Sales, C.B. Distribution Company, 141 El Camino Drive, Beverly Hills, California 90212 (213) 275-6114

* PER JULY, 1987 NSI/CASSANDRA vs. JULY, 1986 NSI/CASSANDRA FOR THE TIME PERIOD M-F World Radio History

CALENDAR

September

Sept. 15, **New York Women in Cable**, HBO Media Center, New York. Information: Beth Araton, 212-661-6040.

Sept. 15, **Cabletelevision Advertising Bureau local advertising sales workshop**, Columbus Marriott East, Columbus, Ohio. Information: Detta Patterson, 212-751-7770.

Sept. 15-18, **Community Broadcasters Association first annual convention**, Las Vegas Hilton, Las Vegas. Information: Bob Bernstein, 212-684-1255.

Sept. 16-18, **South Dakota Community Television Association annual convention**, Sylvan Lake Lodge, Custer, S.D. Information: Jerry Steever, 605-224-4034.

Sept. 16-18, **Iowa Cable Television Association convention**, Ramada Inn, Davenport, Iowa. Information: Sylvia Wikle, 309-797-2820.

Sept. 17, **What's in Store for 1988?**, a Chicago chapter Women in Cable meeting, Lawry's restaurant, Chicago. Information: Laurie Rubin-DeKalo, 312-644-5413.

Sept. 17, **Cabletelevision Advertising Bureau local advertising sales workshop**, Stouffer Concourse Hotel, Denver. Information: Detta Patterson, 212-751-7770.

Sept. 17, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

Sept. 17-18, **Satellite Technology, a seminar for the non-technical manager and executive**, Westin St. Francis, San Francisco. Information: Ann Marcellino, 1-800-722-9000.

Sept. 20, **Academy of Television Arts & Sciences 39th annual prime-time Emmy Awards**, Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman, 818-763-2975.

Sept. 20-24, **1987 National Association of Telecommunications Officers and Advisers annual conference**, Pfeister Hotel, Milwaukee. Information: Donna Mason, 206-696-8233.

Sept. 21-22, **Deregulation or Reregulation for Telecommunications in the 1990s: A Strategic Analysis of the Future State & Federal Regulatory Structure of Your Industry** conference sponsored by Phillips Publishing, Marriott Crystal Gateway Hotel, Washington. Information: Brian Bigalke, 301-340-2100.

Sept. 21-23, **Great Lakes Cable Expo**, Indiana Convention Center, Indianapolis. Information: Charlie Hiltunen, 317-634-9393.

Sept. 22, **Cabletelevision Advertising Bureau local advertising sales workshop**, Ramada Hotel O'Hare, Chicago. Information: Detta Patterson, 212-751-7770.

Sept. 22-Dec. 8, **Introduction to Radio Broadcast Management**, a 12-part seminar sponsored by University of California at Los Angeles, UCLA campus, Los Angeles. Information: Annette Bartlett, 213-206-1559.

Sept. 23-25, **Overcoming the Barriers to Profitable Station Operation**, the National Association of Black Owned Broadcasters 11th annual fall broadcast management conference, Ramada Renaissance Hotel, Washington. Information: Joanne Frachilla, 202-463-8970.

Sept. 24-Dec. 10, **Basics of Radio Program Management**, a 12-part seminar sponsored by UCLA, UCLA campus, Los Angeles. Information: Annette Bartlett, 213-206-1559.

Sept. 25-27, **Massachusetts Broadcasters Association annual convention**, Ocean Edge Conference Center, Brewster, Mass. Information: Robert Mehrman, 617-439-7636.

Sept. 25, **Cabletelevision Advertising Bureau local advertising sales workshop**, Hyatt Regency DFW Airport, Dallas. Information: Detta Patterson, 212-751-7770.

Sept. 26, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

Sept. 27-29, **MCA '87: The Future Medium for Entertainment and Education**, the annual convention of the Microwave Communications Association, Ramada Renaissance Hotel, Washington. Information: Elena Selin, 301-464-8408.

Sept. 27-29, **Pacific Northwest Cable Association annual convention**, Sheraton Tacoma Hotel, Tacoma, Wash. Information: Dawn Hill, 509-765-6151.

Sept. 27-29, **Kentucky Cable Television Association annual convention**, Radisson Hotel, Lexington, Ky. Information: Patsy Judd, 502-864-5352.

Sept. 28-30, **Dimensions '87**, an exhibition featuring hardware, software, services and production for professional A/V, multi-image, broadcast and non-broadcast video, Metro Toronto Convention Centre, Toronto. Information: Patt Pauze, 416-536-4621.

Sept. 28-Oct. 2, **Video Expo New York**, Jacob K. Javits Convention Center, New York. Information: Barbara Dales, 914-328-9157.

Sept. 29, **Cable TV: How High Is Up?**, the second annual fall forum luncheon sponsored by the National Academy of Cable Programming, Grand Hyatt Hotel, New York. Information: Steven Schupak, 202-775-3629.

Sept. 29, **Cabletelevision Advertising Bureau local advertising sales workshop**, Omni Hotel/CNN Center, Atlanta. Information: Detta Patterson, 212-751-7770.

Sept. 30, **Hispanic Media: Influence and Opportunity**, a seminar sponsored by the Media Institute, Westin Bonaventure Hotel, Los Angeles. Information: Cindy Bisset or Edith Torres, 202-298-7512.

Sept. 30, **International Radio & Television Society newsmaker luncheon**, featuring FCC Chairman Dennis Patrick as guest speaker, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

Sept. 30-Oct. 3, **Hawaii Cable Television Association fifth annual convention**, Royal Lahaina Resort, Lahaina, Maui. Information: Kit Beuret, 808-834-4159.

October

Oct. 1, **Cabletelevision Advertising Bureau local advertising**

sales workshop, Radisson Hotel, Orlando, Fla. Information: Detta Patterson, 212-751-7770.

Oct. 1-2, **Urban Markets: Cable's Newest Challenge**, a symposium sponsored by the National Cable Television Association and the National Association of Minorities in Cable, Waldorf-Astoria, New York. Information: Delores Rose, 202-775-3629.

Oct. 5-7, **World Teleport Association third annual general assembly**, Hyatt Regency Hotel and Convention Center, Oakland, Calif. Information: Virginia Barela, 415-769-5062.

Oct. 6, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

Oct. 6, **Cabletelevision Advertising Bureau local advertising sales workshop**, LAX Hilton, Los Angeles. Information: Detta Patterson, 212-751-7770.

Oct. 6-8, **1987 Atlantic Cable Show** featuring Ted Turner as keynote speaker, Atlantic City Convention Center, Atlantic City. In-

formation: Nancy Becker, 609-392-3223.

Oct. 16-19, **Audio Engineering Society 83rd annual convention**, New York Hilton Hotel and New York Sheraton Centre. Information: Ronald L. Bennett, 818-986-4643.

Oct. 16-18, **Minnesota Broadcasters Association annual fall convention**, Holiday Inn Downtown, Mankato, Minn. Information: Jo Guck Bailey, 507-345-4646.

Oct. 16-17, **10th annual Detroit Producers Association**, Hyatt Regency, Dearborn, Mich. Information: Marguerite Parise, 313-542-7403.

Oct. 16-20, **MIPCOM**, Palais des Festival, Cannes, France. Information: Barney Bernhard, 212-967-7600.

Oct. 17, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

Oct. 16-18, **Third annual Women in Film festival**, Cineplex Odeon Universal City Cinemas, Los Angeles. Information: Kevin Sasaki, 213-874-1300.

Oct. 20-23, **Telocator Network of America 39th annual convention**, Moscone Center, San Francisco. Information: Cliff Cottman, 202-467-4781.

Oct. 24, **Salute to Steve Allen** sponsored by the Museum of Broadcasting and ELECTRONIC MEDIA, Hotel Nikko Chicago, Chicago. Information: Lilly Eide, 312-987-1500.

Oct. 25-27, **Operating in a Deregulated Market**, the 1987 Women in Cable Management Seminar, Mayflower Hotel, Washington. Information: Kate Hampford, 202-737-3220, or Susan Cieslak, 703-378-3915.

Oct. 25-28, **American Children's Television Festival Ollie Awards**, Knickerbocker Hotel, Chicago. Information: Valentine Kass, 312-390-8700.

Oct. 26, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

Oct. 27, **International Radio & Television Society newsmaker luncheon**, featuring NBC President and Chief Executive Officer Robert Wright as guest speaker, Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-6650.

Oct. 27, **D.C. Chapter of Women in Cable's roast of John Malone**, president of Tele-Communications Inc., Mayflower Hotel, Washington. Information: Lynn Levine, 202-872-9200.

Oct. 31-Nov. 4, **Imaging in Sound—Today and Tomorrow**, the annual fall conference of the Society of Motion Picture and Television Engineers, Los Angeles Convention Center, Los Angeles. Information: John Varrasi, 914-761-1100.

November

Nov. 5-6, **Satellite Technology, a seminar for the non-technical manager and executive**, Four Seasons Hotel, Los Angeles. Information: Ann Marcellino, 1-800-722-9000.

Nov. 11-13, **Television Bureau of Advertising annual membership meeting**, Atlanta Marriott, Atlanta. Information: Robert Grebe, 212-486-1111.

Nov. 13-15, **Radio Sales University**, a basic training course for professional radio salespeople sponsored by the Radio Advertising Bureau, Hilton Inn, Little Rock, Ark. Information: Tessa Rodriguez, 800-232-3131.

Nov. 13-15, **Journalism Ethics**, a conference co-sponsored by the Foundation for American Communications and the Meadows Foundation, Houstonian Hotel & Conference Center, Houston. Information: Dale Ellen Shaps, 213-851-7372.

Nov. 19-21, **Loyola Radio conference**, Holiday Inn Mart Plaza, Chicago. Information: Taylor O'Malley, 312-670-3207.

Nov. 23, **1987 International Emmy Awards gala**, Sheraton Centre, New York. Information: George Simpson, 212-308-7540.

Nov. 24, **International Radio & Television Society Newsmaker luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

December

Dec. 1-2, **Satellite Technology**, a seminar for the non-technical manager and executive, Ritz-Carlton, Atlanta. Information: Ann Marcellino, 1-800-722-9000.

Dec. 2-4, **The Western Show**, Anaheim Convention Center, Anaheim, Calif. Information: Rhonda Gibson, 415-428-2225.

Dec. 9-12, **Serving the Nation Through NUTN**, the sixth annual conference of the National University of Teleconference Network, Washington Hilton, Washington. Information: Lin Friedman, 405-624-5191.

Dec. 17, **International Radio & Television Society Christmas benefit**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

January

Jan. 6-10, **INTV**, Century Plaza Hotel, Los Angeles. Information: Sheila Jefferson, 202-887-1970.

Jan. 13, **International Radio & Television Society Newsmaker luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

Jan. 22, **Ninth annual ACE Awards—non-televised presentation**, Century Plaza Hotel, Los Angeles. Information: Susan Detwiler, 202-775-3611.

Jan. 23-26, **Radio Advertising Bureau managing sales conference**, Hyatt Regency, Atlanta. Information: Wayne Cornils, 212-254-4800.

Jan. 24, **Ninth annual ACE Awards—televised presentation**, Wilton Theater, Los Angeles. Information: Susan Detwiler, 202-775-3611.#

Major events

MIPCOM

Cannes, France.....Oct. 16 to 20
Information: Barney Bernhard, 212-967-7600.

TvB annual meeting

AtlantaNov. 11 to 13
Information: Robert Grebe, 212-486-1111.

The Western Show

Anaheim, Calif.....Dec. 2 to 4
Information: Rhonda Gibson, 415-428-2225.

INTV

Los Angeles.....Jan. 6 to 10
Information: Sheila Jefferson, 202-887-1970.

RAB

Atlanta.....Jan. 23 to 26
Information: Wayne Cornils, 212-254-4800.

NATPE

Houston.....Feb. 25 to 29
Information: Nick Orfanopoulos, 212-949-9890.

NAB

Las VegasApril 9 to 12
Information: Hilda Jannesson, 202-429-5353.

formation: Nancy Becker, 609-392-3223.

Oct. 8, **Cabletelevision Advertising Bureau local advertising sales workshop**, Airport Sheraton Inn, Portland, Ore. Information: Detta Patterson, 212-751-7770.

Oct. 9-11, **Radio Sales University**, a basic training course for professional radio salespeople sponsored by the Radio Advertising Bureau, Hyatt O'Hare, Chicago. Information: Tessa Rodriguez, 800-232-3131.

Oct. 13, **Central Illinois SCTE Meeting Group technical seminar**, Sheraton Normal Hotel, Normal, Ill. Information: Tony Lasher, 217-784-8390.

Oct. 13, **Cabletelevision Advertising Bureau local advertising sales workshop**, Sheraton Needham Hotel, Boston. Information: Detta Patterson, 212-751-7770.

Oct. 13, **Sales seminar for TV-radio reps**, sponsored by The Marketing Communications Group, Seatac Hyatt, Seattle. Information: Ronald E. Steiner, 505-293-4323.

Oct. 13-14, **Satellite Technology, a seminar for the non-technical manager and executive**, Willard Inter-Continental, Washington. Information: Ann Marcellino, 1-800-722-9000.

Oct. 13-16, **Competition and Coexistence: The Trans-Atlantic Dialogue**, the 1987 Intelevent convention, International Telecommunications Union, Geneva, Switzerland. Information: Marianne Berrigan, 202-857-4612.

Oct. 14, **Heart of America SCTE Meeting Group technical seminar**, Hyatt Regency Hotel, Kansas City, Mo. Information: Wendell Woody, 816-474-4289.

Oct. 14, **Sales seminar for TV-radio reps**, sponsored by The Marketing Communications Group, Airport Holiday Inn, Portland, Ore. Information: Ronald E. Steiner, 505-293-4323.

Oct. 14-16, **The Great International Celebration of Satellites in Space**, a conference to honor milestones in the development of satellite technology and a look at the current state of the satellite communications industry, Mayflower Hotel, Washington. Information: Brian Bigalke, 800-722-9000.

Oct. 15, **Cabletelevision Advertising Bureau local advertising sales workshop**, Sheraton Valley Forge, Philadelphia. Information: Detta Patterson, 212-751-7770.

Oct. 15, **Sales seminar for TV-radio reps**, sponsored by The Marketing Communications Group, Sacramento Inn, Sacramento, Calif. Information: Ronald E. Steiner, 505-293-4323.

Oct. 15-17, **1987 Northeast Area Conference** sponsored by the New York State District Chapter of American Women in Radio and Television, featuring Matilda Cuomo, Dr. Joyce Brothers and Christine Craft, Albany Marriott, Albany, N.Y. Information: Mary Dougherty, 518-436-4822.

Oct. 15-18, **American Women in Radio & Television south-central area conference**, Hyatt Regency, Houston. Information: Ed

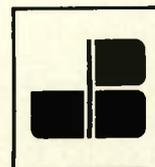
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ABC hopes for momentum as Monday matchups begin

By MARK MANDERNACH
Staff reporter

CHICAGO—ABC kicks off its 18th season of prime-time football tonight with a matchup that "NFL Monday Night Football" producer Ken Wolfe hopes will set the tone for the season.

Mr. Wolfe expects "huge" ratings for tonight's season opener between the Chicago Bears and the Super Bowl champion New York Giants, maybe even topping the Monday night ratings record of 29.6 for the 1985 Bears-Miami Dolphins game.

And he's looking for that momentum to continue through the 16-game season—provided it isn't halted by a players' strike.

"We've got a superb schedule with some great matchups," Mr. Wolfe said.

He said he expects an improvement over last season, when the show averaged an 18.4 rating (percentage of TV homes) and a 30 share (percentage of sets in use).

There purposely are no teams that finished low in last year's standings on this year's Monday night schedule,

according to NFL Broadcasting Director Val Pinchbeck.

Since this is the first year of the NFL's three-year, \$1.4 billion TV deal with ABC, CBS, NBC and ESPN, the league wanted to get as many quality matchups as possible on Monday night this season, Mr. Pinchbeck said.

"NBC and CBS may have a different view, but we've always felt that the prime-time series sets the tone for what's done, in terms of viewership and the advertising marketplace," he said. "'Monday Night Football' is a barometer of what will happen on TV with the NFL."

In the 16 Monday night games, last year's 10 playoff teams will take 23 of the 32 team slots.

The Giants, Bears, Los Angeles Rams, Denver Broncos and New York Jets—all playoff teams last year—will make three appearances each. Playoff teams with two Monday night games include the Washington Redskins, San Francisco 49ers, Cleveland Browns and New England Patriots.

The Dallas Cowboys, which didn't make the playoffs in 1986, will also make three appearances. Other non-

playoff teams making two appearances include the Dolphins, Los Angeles Raiders and Seattle Seahawks—all traditional powerhouses.

This season, ABC is also breaking in a new broadcast trio. Dan Dierdorf jumped from CBS to join Al Michaels and Frank Gifford.

ABC pays about \$112 million, or \$7 million per game, for a season of "Monday Night Football."

The 1987 schedule follows:

Sept. 14: N.Y. Giants at Chicago.
Sept. 21: New England at N.Y. Jets.
Sept. 28: Denver at Cleveland.
Oct. 5: San Francisco at N.Y. Giants.
Oct. 12: L.A. Raiders at Denver.
Oct. 19: Washington at Dallas.
Oct. 26: L.A. Rams at Cleveland.
Nov. 2: N.Y. Giants at Dallas.
Nov. 9: Seattle at N.Y. Jets.
Nov. 16: Chicago at Denver.
Nov. 23: L.A. Rams at Washington.
Nov. 30: L.A. Raiders at Seattle.
Dec. 7: N.Y. Jets at Miami.
Dec. 14: Chicago at San Francisco.
Dec. 21: Dallas at L.A. Rams.
Dec. 28: New England at Miami.#

Cable TV interview mix-up causes confusion

(Continued from Page 16)

monitoring compliance with the franchise agreement.

Two staff members of the Office of Cable Communications, Manuel Gradilla and Adrienne Hayes, are designated as "Inquiry Aides." They take calls from Chicago residents inquiring about cable service, informing them when their streets will be wired and referring them to the appropriate system.

Ms. Charleston has no idea how many such calls her office handles per week or month.

In my case, the staffer who answered the Office of Cable Communications phone asked where I lived. I gave the address and was referred to TCI, locally known as Chicago Cable TV.

I called the TCI number and was put on hold. I didn't keep track of how long it took, but it was long enough that I finally decided to hang up and call back.

That's where I made the mistake. In dialing back, I accidentally redialed the Office of Cable Communications, which answers its phone, "Office of Cable Communications."

Unaware of my misdial, I said I wanted to find out about getting cable TV and was transferred to Mr. Gradilla, one of the inquiry aides, who promptly asked for my address.

I never caught on, and assumed I was talking with the cable company.

Apparently so do others. Mike Green, gen-

eral manager of Chicago Cable TV, says, "It's happened to lots of people. . . . Subscribers have told me I spoke to Rita Wells in your office on a number of occasions, and she is from the Office of Cable Communications."

Ms. Wells is coordinator of program services and evaluation for the Office of Cable Communications and has no relation with TCI.

Concerned about the confusion, Mr. Green said he once asked Ms. Charleston whether there was some other way her office could answer the phone.

Ms. Charleston says she doesn't remember any discussion of the matter and adds, "This was our name first. If there is any confusion, they brought it about."

In any case, this is where the problem got sticky: On my second call to the Office of Cable Communications, the one in which I thought I was talking to Chicago Cable TV, Mr. Gradilla gave me information about TCI that was derogatory and incorrect.

In my column—which discussed and graded seven cable systems along customer service lines—his comments were inaccurately attributed to a TCI staffer.

The main errors, which I'd like to correct here, were these: That the area in question would not be wired for three years, that TCI was slow in building the system, and that the company had been found in violation of signal quality.

In fact, according to Ms. Charleston, TCI is ahead of schedule in building of all its Chicago franchise areas.

And she says the company has not been found in violation of signal quality.

However, TCI was found in violation of its local origination programming obligations, a finding the company is currently challenging. That lawsuit is pending.

The TCI system is also being monitored in response to complaints earlier this year that its customer service phone lines were constantly busy.

Mr. Green says the problem stemmed from faulty phone company equipment and has been taken care of. The Office of Cable Communications is still monitoring it.

As for the inaccurate remarks made by the Office of Cable Communications staffer, Ms. Charleston said that if Mr. Gradilla had made such remarks—which she did not concede—it would constitute unacceptable behavior.

When I called Mr. Gradilla for an explanation, he referred me to Ms. Charleston.

"Assuming that what you say is correct," she told me, "It is certainly improper." She also stressed that it was an "aberration."

However, Mr. Green says it's not that uncommon. Shortly after my original column ran, he says he also called the Office of Cable Communications posing as a subscriber and received a similar report on TCI's service rec-

ord.

Mr. Green said he spoke with Mr. Gradilla, who he said was "extremely negative and had a little chip on his shoulder about the cable company." He says the staffer incorrectly told him his area would not be wired for five years.

According to the original building schedule, Mr. Green says, his area would be built in 2½ years, but with TCI's recent purchase of a local SMATV operation, cable programming will be available in February. Mr. Green adds that the staffer also told him that TCI was building slowly and suggested he buy a VCR.

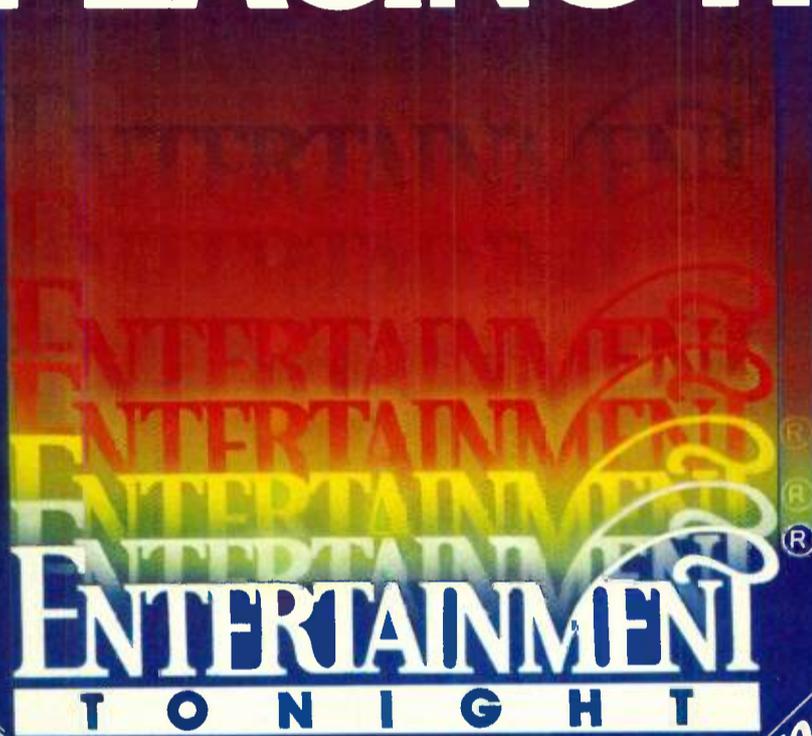
Ms. Charleston was skeptical of Mr. Green's report. She said she found Mr. Green's call "incredible" since he had not spoken to her about it, and added that his conversation was "not substantiated." She also said any decision to take disciplinary action would be a private personnel matter and not something she would discuss with the press.

"We haven't had the greatest relationship," admits Mr. Green of the dealings between his company and the Office of Cable Communications.

Ms. Charleston described it as a typical regulatory relationship, "at arm's length and above board."

Either way, it's clear there's some confusion in Chicago, and in the end it's potential cable subscribers who may bear the brunt.#

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July Cassandra ratings of syndicated programs

Cassandras reflect summer drop in viewers

By RICHARD MAHLER
Los Angeles bureau chief

Syndicators and analysts are cautious about drawing firm conclusions from the July rankings of syndicated programs contained in the latest A.C. Nielsen Co. Cassandra report.

Along with the usual summertime distractions, viewers generally are discouraged by reruns and a lack of promotion, plus greater competition from independent stations, cable and home video.

Also, much of the sweeps programing was disrupted by the Iran-contra hearings, which further depressed homes-using-TV levels.

Nonetheless, there's general agreement that the continuing decline in ratings for many syndicated shows reflects the strength of non-network video entertainment sources, disenchantment with existing programs and a lack of blockbuster hits.

Even King World's successful new talk strip, "The Oprah Winfrey Show," was down significantly from the May book, losing more viewers than its rival, Multimedia's "Donahue."

Almost all long-running shows in other categories were off from last year.

Animators, however, were encouraged by the rise in ratings for the top shows among children age 2 to 11 after steady declines in the Cassandra report since November 1986. The top three series were up 6 percent over July 1986 and 14 percent compared to the May 1987 sweeps. #

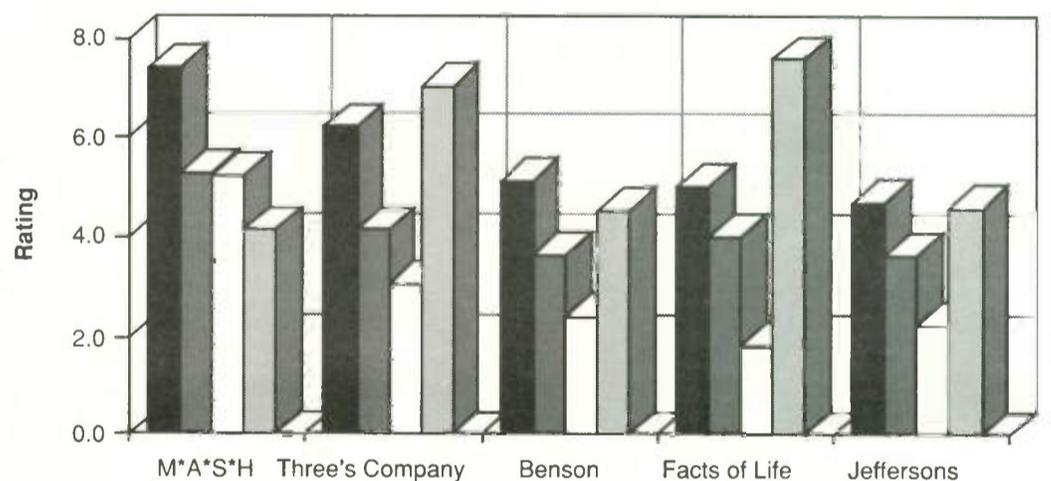
Top overall ratings/shares

	1987	1986	Difference
Wheel of Fortune	15.4/33	16.1/34	-4.3%
Jeopardy	10.4/26	9.9/25	+5.1%
Oprah Winfrey	7.9/27	Not on in 1986	
PM Magazine	7.8/18	7.0/15	+11.4%
M*A*S*H	7.4/19	8.0/21	-7.5%
Werewolf Premiere	6.6/15	Not on in 1986	
People's Court	6.5/19	7.3/21	-11.0%
Fox Highlights	6.4/14	Not on in 1986	
Donahue	6.3/24	6.9/28	-8.7%
Big Spin	6.2/15	8.3/20	-25.3%
Three's Company	6.2/16	7.0/19	-11.4%

Prime access leaders

	Rating/share	Markets
Wheel of Fortune	16/33	192
Jeopardy	13/27	100
PM Magazine	9/20	27
Hee Haw	8/22	83
Love Connection	8/15	5
M*A*S*H	7/15	54
Entertainment Tonight	7/14	72
Hollywood Squares	7/14	55
New Newlywed Game	7/13	96
Three's Company	7/13	42

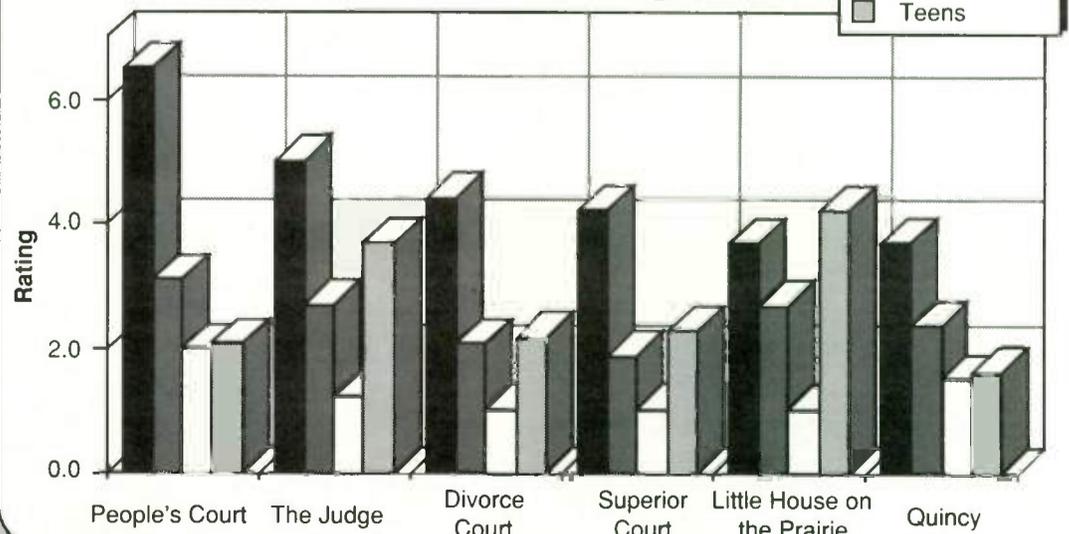
Demographics of leading comedies



Children's animation leaders

	1987	1986	Difference
Jetsons	3.0/11	2.5/10	+20.0%
Smurfs	2.7/10	Not on in 1986	
Dennis the Menace	2.6/10	Not on in 1986	
Flintstones	2.5/11	2.6/11	-3.8%
Scooby Doo	2.3/10	2.3/10	-
G.I. Joe	2.2/8	2.6/9	-15.4%
My Little Pony	2.2/10	Not on in 1986	
Plasticman	2.2/8	2.5/10	-12.0%
Thundercats	2.2/8	2.8/10	-21.4%
Woody Woodpecker	2.2/14	1.8/10	+22.2%

Demographics of leading dramas



Source: A.C. Nielsen Co.

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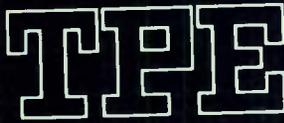


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WHO'S NEWS

Broadcast TV

Barry Cook to vice president of media research, NBC, New York, from managing director of special media research. Also, **Kathy Lehrfeld** to manager of corporate media relations from administrator.

Leigh Brecheen to vice president of business and legal affairs, Republic Pictures Corp., from a similar post, Paramount Pictures Corp., domestic television division.

Paul Niedermeyer to vice president and general manager, KSTS-TV, San Francisco/San Jose, from station manager, KVEA-TV, Los Angeles. He is succeeded at KVEA by **Stephen Levin**, who had been executive vice president and chief operating officer, Amerada Entertainment Co., Los Angeles.

Stew Park to station manager, KNTV-TV, San Jose, Calif., from program director.

Larry Landaker to station manager and general sales manager, WEVU-TV, Fort Myers/Naples, Fla., from vice president of sales, NTV Network, Lincoln/Hastings/Kearney, Neb.

Ruth Carpenter to director of program administration, network division, Paramount Pictures Television Group, Los Angeles, from manager.

Shelly Raskov to director of current comedy series programming, Warner Bros. Television, Los Angeles, from president of production and development, Ron Samuels Entertainment, Los Angeles.

Lisa Melamed to director of development, East Coast, Universal Television, New York, from co-producer, "Charles in Charge," Scholastic Productions, New York.

Robin Blake to creative director, WPHL-TV, Philadelphia, from advertising coordinator, WTAJ-TV, Philadelphia.

Tami Sanders to host, "PM Magazine," KUTV-TV, Salt Lake City, from field producer.

Cable TV

George Barnard to vice president of sales, Daniels & Associates, Denver, from national sales manager. Also, **Larry Hoffer** to director of marketing from marketing manager.

Bertram Carp to vice president for government affairs, Turner Broadcasting System, Washington, from executive vice president of the National Cable Television Association, Washington. Also, **Nell Payne** to director of government affairs from minority chief counsel for the U.S. Senate's committee on the budget.

Radio

Diane Engler, director of marketing and public relations, American Public Radio, St. Paul, Minn., is resigning. Ms. Engler is leaving the radio business for a career in education.

Cathy Cogan to director of creative administration, Premiere Radio Network, Los Angeles, from music researcher, KIIS-AM/FM, Los Angeles. Also, **Bob Borquez** to production director, from production manager, KFSG-FM, Los Angeles, and **Mark Vaughn** to director of



PAUL NIEDERMAYER
KSTS-TV



STEPHEN LEVIN
KVEA-TV



STEW PARK
KNTV-TV



SHELLY RASKOV
Warner Bros.



LAURA CARLO
WCRB-FM



MARK ANNICK
WJAR-TV



RALPH SMITH
Peregrine Entertainment



SHAWN SOUTHWICK
"Guinness Records"



RICHARD VERNE
Private Satellite Network



DICK FRAIM
Landmark



CHLOE AARON
KQED Inc.



RALPH BARUCH
Gannett Center

marketing research, from news director, KOZZ-FM, Reno, Nev.

Dan Daniel to afternoon drive air personality, WYNY-FM, New York, from afternoon personality, WHN-AM, New York.

Randy Marsh to weekday afternoon on-air personality, WFOX-FM, Atlanta, from afternoon drive personality, WSTF-FM, Orlando, Fla.

John Monaco to production manager/promotions director, KMAG-FM, Topeka, Kan. Mr. Monaco will continue as afternoon air personality.

Journalism

Les Kumagai to general assignment reporter, KHJ-TV, Los Angeles, from assignment editor, KTVN-TV Reno, Nev. Also, **Bruce Page** to investment reporter, from business correspondent, ESPN, and **Mike Merle** to assignment manager, from planning assistant.

Stella Shelton to news director, WWAY-TV, Wilmington, N.C., from anchor and assistant news director.

Laura Carlo to news director, WCRB-FM, Waltham, Mass., from morning news anchor.

Lisa Ellen to assistant news director, WINS-AM, New York, from producer of the 11 p.m. news, WPTF-TV, Raleigh, N.C.

Paula Andrews to weekend as-

ignment editor, WNEV-TV, Boston, from weekend assignment editor, WCVB-TV, Boston.

Mike Harris to weekend sports anchor, ABC Entertainment Radio Network, New York, from sports director and morning news anchor, WIL-AM/FM, St. Louis.

Eric Clemons to sports reporter/anchor, "SportsCenter," ESPN, Bristol, Conn., from sports reporter and weekend sports anchor, WALA-TV, Mobile, Ala. Also, former Cleveland Browns head coach **Sam Rutigliano** to co-host of NFL Films' "Monday Night Matchup."

Fran Tarkenton, a former member of "ABC's NFL Monday Night Football" broadcast team and an NFL Hall of Famer, to contributing editor on "The Coors Sports Page" for TBS Sports. Also, **Craig Sager** to studio host of NBA halftime broadcasts for TBS Sports, from co-anchor of "Sports Saturday" and "Sports Sunday" on CNN.

Pete Franklin to on-air personality, WFAN Sportsradio, New York, from on-air personality for WWWE-AM and WERE-AM, Cleveland.

Mark Annick to general assignment/nightbeat reporter, WJAR-TV, Providence, R.I., from reporter, WNEP-TV, Scranton, Pa. Also, **Tim Keegan** to news photographer/editor, WNEP-TV, Scranton; **Betty Jo Cugini** to night assignment editor from day assignment editor, WLNE-TV, Providence; **Rhonda Nani** to new

producer and special projects producer, WLNE-TV, Providence; **Mia DiBenedetto** to associate producer from section editor, Providence Journal Bulletin; and **Ronna Florio** to weekend associate producer from reporter/photographer, Greater Boston/Lowell Cable TV, Lowell, Mass.

Barbara Lewis to co-anchor, WRTV-TV, Indianapolis, from anchor and reporter, KOVR-TV, Sacramento, Calif.

Shellie Tackett to noon anchor, WOWT-TV, Omaha, Neb., from reporter/anchor, KAMR-TV, Amarillo, Texas.

Diane Roberts to weekend co-anchor and consumer reporter, WIS-TV, Columbia, S.C., from reporter/morning anchor, WHO-TV, Des Moines, Iowa.

Chris Kapostasy to co-anchor, WNYT-TV, Albany, N.Y., from consumer specialist and anchor, "Money Report."

Jennifer Lauck to reporter, KXLY-TV, Spokane, Wash., from reporter, KTVQ-TV/KRTV-TV, Billings, Mont.

Syndication

Rick Ray to chief executive officer, Raycom Sports, Charlotte, N.C., from president. Also, **Dee Ray** to president from executive vice president; **Ken Haines** to executive vice president from vice president of network operations; and **Wayne**

Spransy to vice president of finance and administration from controller.

Steven Hunt to executive vice president and chief financial officer, Palladium Entertainment, New York, from executive vice president, finance/strategic planning and chief financial officer, Chiat/Day, New York.

Ralph Smith to vice president and chief financial officer, Peregrine Entertainment, Los Angeles, from vice president and general manager, ABC Watermark, Los Angeles.

Nancy Weil to producer, "The Sally Jessy Raphael Show," Multimedia Entertainment, New York, from producer, "Joan Hamburg Program" and "Luncheon at Sardi's," WOR Radio, New York.

Actress **Shawn Southwick** has been named co-host, "The Spectacular World of Guinness Records," syndicated special from Peregrine Film Distribution, Los Angeles.

Other

Marc Porat to chairman, Private Satellite Network, New York, from co-founder. Also, **Richard Verne** to president and chief executive officer from group vice president, LIN Broadcasting, New York.

Ronald Jacobi to senior vice president, general counsel and secretary, entertainment business sector, The Coca-Cola Co., Los Angeles, from senior vice president and general counsel, Columbia Pictures Industries, Los Angeles. Also, **Keneth Lemberger** to executive vice president from senior executive.

Dick Fraim to vice president of TV and radio, Landmark's Broadcasting and Video Division, San Jose, Calif. He will remain as vice president and general manager, KNTV, San Jose.

Chloe Aaron to director of cultural and children's programming, KQED Inc., San Francisco, from president, Chloe Aaron Associates, New York.

James Robertson to assistant director of administration, Center for Telecommunication Services, University of Texas at Austin, from executive assistant.

Ralph Baruch, former chairman of Viacom International, has been named to a senior fellowship at the Gannett Center for Media Studies at Columbia University.

Obituaries

Quinn Martin, 65, who produced such popular network television series as "The Untouchables," "The FBI" and "The Fugitive," died Sept. 5 of heart failure. Mr. Martin began his television career as a writer for Desilu Productions, where he later produced "The Jane Wyman Show" and "The Desilu Playhouse." Most of his network shows were made under his own company, QM Productions.

Sir William Haley, former director general of the BBC, died Sept. 6. He was appointed director general in 1944 and served in that capacity until 1952. He was 86.

Richard Goldstein, vice president of marketing, CBS Sports, died in an automobile accident on Sept. 6. Mr. Goldstein had worked at CBS for 22 years. He was 48.#

VH-1 ready to unveil revamped image

By JANET STILSON
Staff reporter

NEW YORK—VH-1 is completing an overhaul on Sept. 22 that's been a year in the making.

The new look is aimed at giving the baby-boomer video cable channel a more aggressive posture in an age of intensified competition. And it may help VH-1 step out from the shadow of MTV, its older and more powerful sister.

Changes at VH-1 this year have touched on nearly every aspect of the channel, from programing to a management restructuring.

Perhaps most significantly, VH-1's approach of presenting music targeted to the 25-to-54 demographic group has been fine-tuned for a different audience, the 25-to-49 age bracket.

While appearing as only a slight change, it means that traditional middle-of-the-road artists, like Frank Sinatra, and country & western music have been rejected.

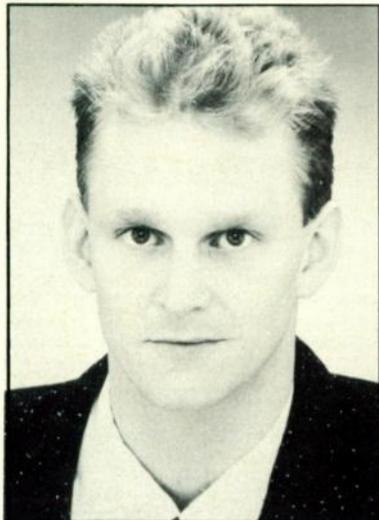
In their place, new-age jazz and contemporary adult hit musicians, including Kenny G and Whitney Houston, have been embraced, along with a smattering of rock oldies.

"Although we were playing a lot of music before, the channel could not superserve any special-interest group," said Jeff Rowe, VH-1's vice president, whose primary task has been to redefine the network's role.

With that in mind, VH-1 is adding a four-hour Sunday series of jazz and soft pop; stepping up its musician profiles; and including clips of well-known comedians.

Other future changes include the addition of a video jock, replacing Edye Tarbox, and a host to replace Rona Elliott on its "Entertainment Watch" segments.

"One of the things we hope to do with our on-air talent," says Mr. Rowe, "is assemble a creative pool much in the same way 'Saturday Night Live' has been known for as-



JEFF ROWE
Redefining VH-1's role

sembling great talent."

A new logo and graphics will add final touches to VH-1's altered look. According to Lee Hunt, VH-1's creative director, they'll give the network "a distinctive look, so when you're scanning through the channels, there's no way you can mistake VH-1 for MTV or any other network."

VH-1's revamp is being completed at a time when the Big 3 networks are premiering their fall programing. VH-1 must also struggle with other networks to expand to new cable systems with limited channel capacity.

But Mr. Rowe is convinced that favorable conditions for the channel will make it succeed. Most notable among the advantages is a rekindled interest in music by the baby-boomer audience, as demonstrated in recent surveys.

And members of the recording industry wax enthusiastic about VH-1's transformation. Among its supporters is Abbey Konowitch, vice president of video and artist devel-

opment at Arista Records.

"Before, the video jocks on VH-1 used to make fun of the music being played on the channel," he says. "But the VJs on now are into the music. It's no longer unhip to be 35 and female."

He attributes much of the current success of two Arista artists in particular, Kenny G and Carly Simon, to strong video rotation of their recent releases on VH-1.

Kenny G's current album, "Songbird," has sold more than 2 million copies, in comparison with his last effort, released in 1985, which sold fewer than 200,000.

Carly Simon's "Comin' Around Again" has topped the 500,000 mark, compared with fewer than 75,000 copies sold of her last recording.

Also, a Jonathan Butler video benefited record sales when it was featured this spring as a "Nouveau Video," VH-1's title for a featured video by a lesser-known artist, according to Dennis Fine, vice president of communications for RCA Records Label/U.S.

However, the advertising community appears more guarded in its reactions to VH-1's changes.

While noting the changes being made by the channel, Liz Russo, cable network negotiator at ad agency Saatchi & Saatchi, DFS Compton, says VH-1 still needs a programing philosophy.

"I don't think the channel has a handle on it yet," she said.

Ms. Russo notes that VH-1's ad growth—almost its sole means of revenue because it's offered free to systems picking up MTV—has been stymied by a lack of ratings data.

VH-1's recently signed contract with A.C. Nielsen Co. should end that dilemma and increase the number of advertisers attracted to the channel.

But Ms. Russo criticizes VH-1 for not signing the agreement sooner, as it hit Nielsen's 13.5 million minimum subscriber level in mid-1986.



JOHN REARDON
Has changed executive structure

She suggests MTV's two-year feud with the ratings company over the demographic mix of its audience sampling caused the delay.

Marshall Cohen, MTV Network's senior vice president of research and corporate services, said Nielsen contracts take about a year to negotiate.

But Ms. Russo says: "The Discovery Channel was metered as soon as it was eligible . . . You don't wait until you hit the (minimum subscription) number to start negotiations with Nielsen."

Ms. Russo says that preliminary ratings data she's received on VH-1 "are not overwhelming," particularly weekdays. For example, she says VH-1's "Hit List" program on Mondays at 7 p.m. (ET) got a third-quarter projected cable rating of 0.3, while on Saturdays at 1 p.m. VH-1 projected a 0.8 for the show.

"It used to be all you bought on cable was a 0.3 or 0.5, but I don't think there's anything out there I'm buying that's 0.3 or 0.5 now," she says.

According to Ms. Russo, VH-1 people-meter data for the 1 p.m.-to-7 p.m. Saturday time slot in March was 0.7, one-tenth of a rating point lower than what VH-1 is projecting for the time period during the fourth quarter of this year.

But while that does not constitute much growth, VH-1's steady subscriber increases should make the rise in households much more substantial, she notes, adding that its numbers for key adult female demographic groups are high.

Indeed, VH-1's household count appears to be about on par with other members of cable's class of 1985. The 2-year-old Discovery Channel is at the 24.3 million household level, while VH-1 is at 22 million, and the sports service FNN: Score, launched in 1985, is in 19 million households.

When MTV was 2½ years old, "it didn't have anywhere near the number of subs VH-1 has," points out John Reardon, who was recently promoted to executive vice president of sales.

His leadership has already changed the executive structure of MTV Networks. He recently eliminated almost an entire tier of sales executives involved with both VH-1 and MTV.

Since Sumner Redstone's acquisition of MTV Networks' parent, Viacom International, Mr. Reardon said, "we've all had our marching orders to make the business as efficient as possible. We had a management process with too many layers." But the changes at VH-1 don't stop there. Leslye Schaefer, vice president of marketing at the channel, is gearing up a TV campaign to debut in October.

She's hoping to do one major national promotion each quarter, in addition to quarterly sponsorships of musical tours similar to the "Classic Super Fest" co-sponsorship this summer, which saw vintage groups such as The Turtles and The Birds perform in some 125 cities. #

NCTA chief blasts Hollywood behavior

By ROBERT HOMAN
Staff reporter

WASHINGTON—The chairman of the National Cable Television Association last week accused Hollywood of trying to prevent cable from creating its own programing.

James Cownie, who also is president of the telecommunications group of Des Moines, Iowa-based Heritage Communications, said the Hollywood film community has a stranglehold on program production.

Mr. Cownie, speaking before a cable luncheon audience here, criticized Hollywood's recent contentions that cable system-owning companies are getting too big.

"What I find most mystifying is, given the sordid details of Hollywood's historical anti-competitive behavior, that policymakers should give any credence at all to the motion picture industry's thinly veiled attempts to retain their historic entertainment industry distribution stranglehold," he said.

His remarks represent the latest volley in an ongoing debate between the cable industry and Hollywood, in which each side has accused the other of being monopolistic and suggested they be cut down to size.

Following the industry's continuing focus on programing, Mr. Cownie said increased investment by cablecasters in programing is pay-



JAMES COWNIE
Says Hollywood has stranglehold

ing off.

In the first half of 1987, pay TV ratings in all TV households increased by 14 percent, he said, and the stock value of cable systems is at an all-time high.

Cable operators will spend more than \$2 billion in programing for basic and pay services this year, Mr. Cownie said.

Mr. Cownie also said an industry consortium formed last year to acquire professional football programing is "still alive." But he said the need for the consortium is less important now, after losing its bid to carry the games to ESPN. #

Syndicated AIDS program to revive TV test format

By RICHARD TEDESCO
Staff reporter

NEW YORK—A syndicated prime-time special this week will try to shed some light on people's fears about AIDS.

"The National AIDS Test—What Do You Know About Acquired Immune Deficiency Syndrome?" is composed of 55 multiple-choice and true-and-false questions, based on the format of various national tests popularized by CBS in years past.

Peter Loewenwarter, executive producer and writer for the broadcast, is a 35-year veteran of CBS who worked on TV vehicles such as the "National Drivers Test." Now an independent producer, he saw a timely need to revive the format to address issues such as AIDS.

"What I saw was a body of information that was not getting to the general public," Mr. Loewenwarter says. "Nobody was hitting the major viewing times with information that needed to be out there."

Two other CBS veterans were involved in shaping the broadcast: Vern Diamond, a former CBS director who directed the broadcast; and Donn O'Brien, former CBS News vice president of finance, who is now vice president of operations for "The MacNeil/Lehrer NewsHour."

The AIDS test will hit prime time on more than 100 stations covering 85 percent of the country, thanks to the underwriting provided by Metropolitan Life Insurance.

Orbis Communications handled the syndication. John Creedon, Met Life's president and chief executive officer, is a member of President Reagan's AIDS commission. Mr. Reagan himself will make a

brief appearance at the beginning of the show.

The federal government plans to use the telecast to plug AIDS prevention month in October, according to Mr. Loewenwarter.

Metropolitan is promoting the broadcast with a \$2 million advertising effort that will include full-page newspaper ads in major markets this week.

Mr. Creedon will open and close the show with brief statements on behalf of his company, and there will be no commercial interruptions.

Metropolitan retains the rights for rebroadcast of the show until next year, and has sold rights for a Spanish-language version of the telecast to SIN, according to Mr. Loewenwarter.

The show's questions were based on a Lou Harris poll intended to gauge public knowledge about AIDS. Results of that survey are also covered in the broadcast, and Metropolitan has commissioned a follow-up poll to measure the show's impact.

The program features a number of show-business personalities, such as Helen Hayes and Peter Allen, talking about their concerns about the disease.

Other segments include Lou Gossett Jr. at a hot dog stand, speculating about various health concerns; Albert Hague of "Fame" appearing at the Hospital for Immunological Disorders in Houston; Gregory Hines conducting an interview at the national Centers for Disease Control in Atlanta; and Susan Dey of "L.A. Law" interviewing Surgeon General Dr. C. Everett Koop.

The program also features former ABC newsman Steve Bell and actress Morgan Fairchild as co-anchors.

Clearances include all Fox Television stations and 23 CBS affiliates, according to Mr. Loewenwarter. #

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Starring: Jim Fowler
Featuring: Peter Gros



*Arbitron, Feb. 86.



Off-season ratings - April 20 to September 6

Network prime-time race



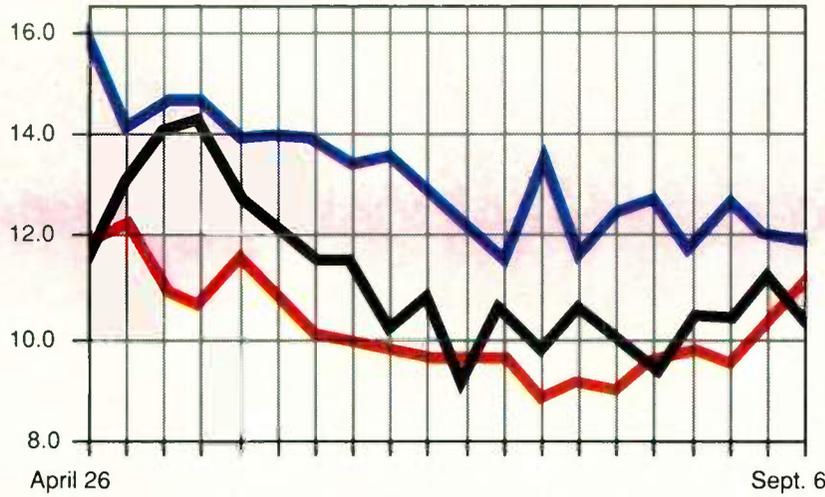
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11.2



10.3



In the spotlight

July Cassandra science fiction leaders

	Rating/share	Markets
Star Trek	3.6/12	106
Buck Rogers	2.8/10	48
Twilight Zone	2.3/9	60
Battlestar Gallactica	2.1/9	24
Incredible Hulk	2.1/10	24
One Step Beyond	1.7/6	8
Twilight Zone Hour	1.7/5	10
Lost In Space	1.5/6	14
In Touch	1.3/7	20
Outer Limits	1.3/8	7
Voyage to the Bottom of the Sea	0.9/4	10

Network evening news race



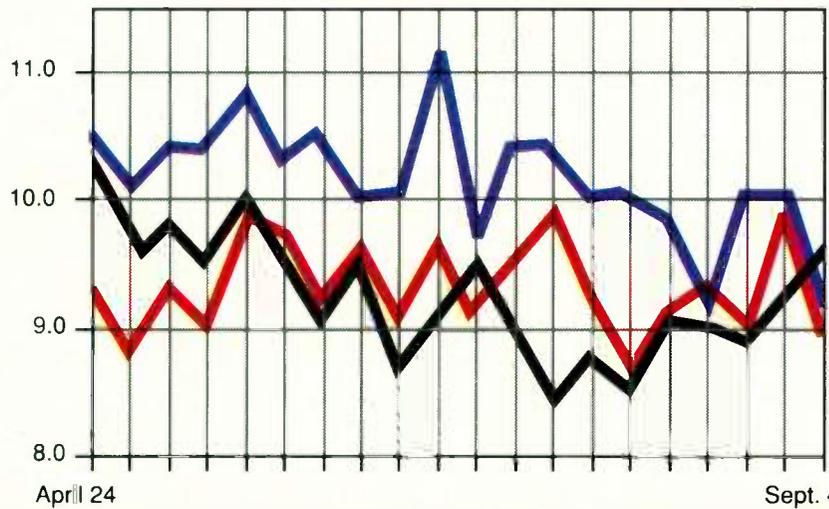
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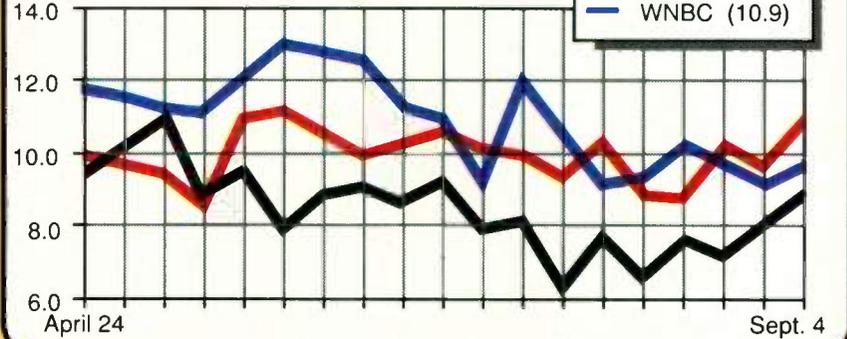
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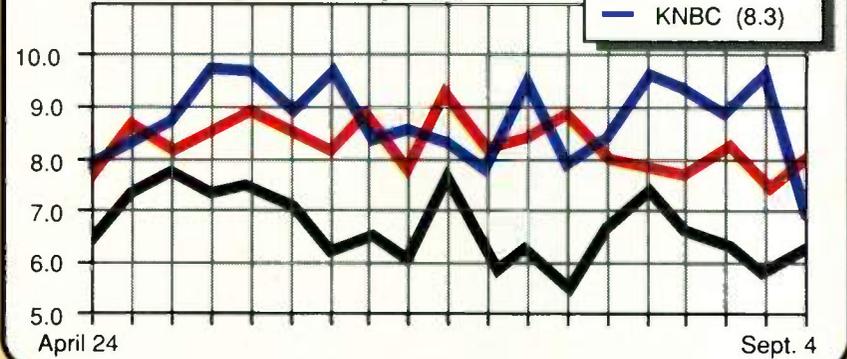
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New York 11 p.m. news



Los Angeles 11 p.m. news



Network daytime race



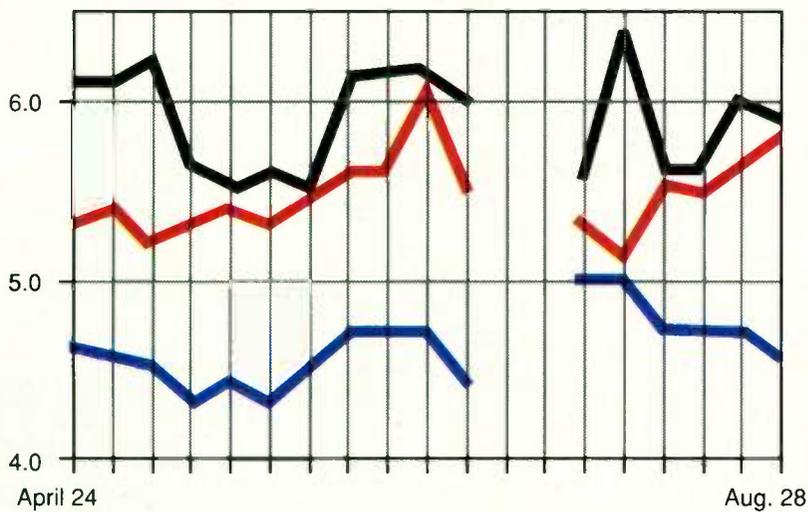
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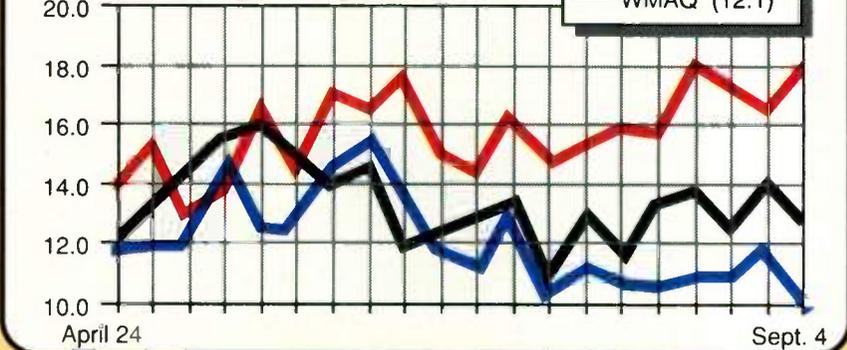
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4.6



Chicago 10 p.m. news



Ratings and shares of prime-time programs for the week of Aug. 31-Sept. 6

Program	Rating/Share	Program	Rating/Share	Program	Rating/Share	Program	Rating/Share
1. The Cosby Show	NBC 22.5/39	20. Matlock	NBC 14.0/25	39. Starman	ABC 10.3/21	58. Summer Playhouse	CBS 7.2/15
2. Night Court	NBC 19.9/33	21. Amen	NBC 13.6/26	40. Sunday Night Movie	ABC 10.1/19	(t) Thursday Night Movie	CBS 7.2/13
3. Cheers	NBC 18.8/32	22. Spenser: For Hire	ABC 13.1/24	41. Mike Hammer	CBS 10.0/18	60. Simon & Simon	CBS 7.0/12
4. Growing Pains	ABC 18.1/31	(t) Magnum, P.I.	CBS 13.1/23	(t) Sunday Night Movie	NBC 10.0/19	61. Our House	NBC 6.6/15
5. Act II	NBC 17.8/30	24. Mr. Belvedere	ABC 13.0/26	43. Bronx Zoo	NBC 9.9/17	62. Our World	ABC 6.4/11
6. Michael Jackson Special	CBS 17.6/30	25. Head of the Class	ABC 12.7/22	44. St. Elsewhere	NBC 9.5/18	(t) Sledge Hammer!	ABC 6.4/11
7. Newhart	CBS 17.3/27	26. Murder, She Wrote	CBS 12.4/25	45. Max Headroom	ABC 9.3/18	64. Downtown	CBS 6.3/13
8. Golden Girls	NBC 16.6/32	27. Perfect Strangers	ABC 12.3/23	(t) NFL Football	CBS 9.3/19	65. Elyyn Burstyn Show	ABC 5.0/10
9. Moonlighting	ABC 16.5/28	(t) Cagney & Lacey	CBS 12.3/22	47. Saturday Night Movie	ABC 9.2/18		
10. Who's the Boss?	ABC 16.2/30	29. MacGyver	ABC 12.1/21	(t) NFL Football	NBC 9.2/19		
(t) Designing Women	CBS 16.2/26	(t) Monday Night Movie	NBC 12.1/20	49. Hotel	ABC 8.8/16		
12. L.A. Law	NBC 15.8/28	31. Facts of Life	NBC 11.8/24	50. Disney Sunday Movie	ABC 8.6/18		
13. ALF	NBC 14.9/25	32. Houston Knights	CBS 11.5/19	(t) Adderly	CBS 8.6/17		
14. 60 Minutes	CBS 14.8/33	33. Highway to Heaven	NBC 11.3/21	52. Scarecrow and Mrs. King	CBS 8.3/14		
(t) Hunter	NBC 14.8/28	34. 20/20	ABC 11.2/20	53. Dallas	CBS 7.9/15		
16. Equalizer	CBS 14.6/27	35. Night Heat	CBS 11.1/20	54. Tuesday Night Movie	NBC 7.8/14		
(t) Valerie	NBC 14.6/24	36. Family Ties Special	NBC 10.9/22	55. Animal Crack-Ups	ABC 7.7/16		
18. NFL Football	ABC 14.5/25	37. Webster	ABC 10.7/23	56. Charmings	ABC 7.3/12		
19. Kate & Allie	CBS 14.1/23	38. Sunday Night Movie	CBS 10.5/20	(t) Newsbreak	CBS 7.3/14		

Source: A.C. Nielsen Co.



FRONT PAGE NEWS

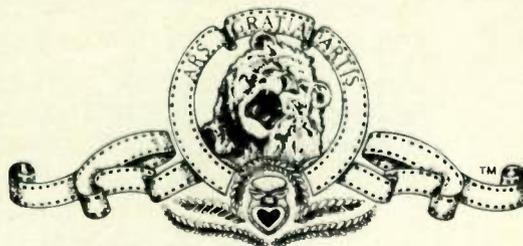


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Help wanted

RESEARCH DIRECTOR

Researcher needed at major communications trade association to initiate, design, conduct and prepare the results of research projects. Qualifications include 4-5 years progressive research experience, with extensive background in data collection and analysis; knowledge of computers and statistical software packages; background in policy analysis or research for decision making; ability to work with little supervision; and demonstrable, superior writing skills. Experience with the various communications industry, (cable, broadcast and telephone) and a graduate degree in a quantitative social science discipline very helpful.

All qualified applicants should submit resume and writing sample to:

Research Department

NCTA

1724 Massachusetts Avenue, NW
Washington, DC 20036

No Phone Calls, Please
EOE

NEWS DIRECTOR. Market leader is looking for the best. Successful candidate will be a superb manager with ability to guide and motivate this major market newsroom. We already have the best people and equipment. If you're the person we're looking for then rush resume and philosophy outline to A.R. Sandubrae, Station Manager, KWTW P.O. Box 14159, OKC, OK 73113/ All replies will be handled confidentially. M/F EOE.

BROADCAST TECHNICIAN. WDTN, ABC Affiliate Dayton, Ohio, has an opening for an experienced broadcast engineer. Minimum 2 years technical education and FCC General Class License required and/or SBE Certification. Please send resume and salary requirements to: Personnel Department
WDTN TV2
P.O. Box 741
Dayton, Ohio 45401
AN EQUAL OPPORTUNITY EMPLOYER

Deep south station looking for Assistance Chief Engineer. Must have minimum of 3 years experience in television broadcasting and management experience. Send resumes to: **ELECTRONIC MEDIA, Box #E-10, 220 E. 42nd Street, New York, NY 10017.** EOE, M/F

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This Space Costs Only
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Help Wanted

PROMOTION DIRECTORS: Are you ready to run your own department?

Aggressive mid-western CBS affiliate needs a creative, disciplined advertising and promotion manager. Responsible to the Vice President-General Manager for all phases of station self grandisement including print, radio and T.V. on-air, sales promotion and exploitation. Must be able to supervise four person department while at the same time being a hands-on manager. Please send resume, (no phone calls) on-air tape and references to:

Dave Bailey
WTHI-TV
918 Ohio Street
Terre Haute, IN 47808

A Wabash Valley Broadcasting Station E.O.E.

DIRECTOR OF MARKETING

American Public Radio seeks a director of marketing. The Director will develop and direct all national marketing and promotion efforts and increase the visibility of the network through national press promotion. Duties include creating national promotion materials, developing and directing network marketing efforts and press releases.

The preferred candidates will have broadcast experience; marketing and promotional experience; experience in handling press relations. Applicant must possess good communication and writing skills, be a self-starter, and be willing to work as part of a team. MBA a plus.

An Affirmative Action/Equal Opportunity Employer. Send letter, resume and writing samples to:

Personnel

American Public Radio
444 Cedar Street, Suite 700
St. Paul, MN 55101

CABLE NETWORK AD SALES

THE WEATHER CHANNEL seeks an aggressive advertising sales person for the New York market. Responsibilities include calling on both agencies and clients. Qualified candidates have media background, strong communication skills, and the desire to excel at a thriving company. Previous sales experience in print, radio or cable television is preferred. Candidates must be able to generate interest at agencies and clients through use of innovative sales methods. Good base salary plus commissions. Full company benefits. Send resume in confidence to:

Don Ershow, Regional Sales Manager
THE WEATHER CHANNEL
780 Third Avenue
New York, NY 10017
EOE M/F

Help Wanted

CONTROLLER

Location: Rome, Italy
Excellent opportunity. Position requires fluent Italian, heavy background in television station administrative systems and procedures, budgets, and accounting. Send resumes to:
ELECTRONIC MEDIA, Box #E-05.

We are looking for Fashion Reports from your station or production company. We are a nationally syndicated cable teleshopping channel. Please send inquires to:
Programming Department
The Fashion Channel
22351 South Wilmington Avenue
Carson, CA 90745

Promotion and Marketing Director. KNTV, ABC affiliate for San Jose and Silicon Valley has an outstanding opportunity for an experienced promotion manager. Applicant should be currently employed with a minimum of 2-3 years of solid experience. Excellent salary, benefits. Send resume, references and salary requirements to:
Station Manager
KNTV
645 Park Avenue
San Jose, CA 95110.

PROGRAM MANAGER

Aggressive mid-western group owned CBS affiliate needs an experienced disciplined programmer who understands needs of a contemporary television station. Program schedules, syndication, contracts, research and ratings knowledge is the stuff a programmer's career is made of. So if you want to be part of a bright, aggressive team and you have at least three years experience in the field, send your resume (no phone calls) to:

Dave Bailey
WTHI-TV
918 Ohio Street
Terre Haute, IN 47808

A Wabash Valley Broadcasting Station E.O.E.

Advertising Rates and Deadlines

Display Rates: Display ads are \$47.00 per column inch. Greater frequency rates are available. Display advertising is available in units of 1 inch or larger.

Non-Display Rates: Non-display classified rates (straights) are 75¢ per word with a minimum charge of \$20.00 per advertisement

Blind Boxes: Add \$7.50 per advertisement

Deadlines: Copy must be in typewritten form in the New York office by noon Tuesday prior to publishing date. Camera ready display ads should be in the New York office by noon Wednesday prior to issue date. Prepayment required for straight advertising. Send copy and payment to: Classified Advertising,

ELECTRONIC MEDIA,
220 East 42nd Street,
New York, N.Y. 10017.

ELECTRONIC MEDIA cannot be responsible for advertisements sent via telecopier that are not clearly legible or for ads sent with detailed layouts that we typeset.

Blind Box replies should be addressed to **Electronic Media Classified, (box number), 220 East 42nd Street, New York, New York 10017.**

Requests for samples are not permitted in blind ads. Readers responding to ads with box number addresses are advised not to send work samples with their responses unless they are duplicate copies that need not be returned. Samples should be submitted only directly to a company whose identity is known. **ELECTRONIC MEDIA** cannot recover any work samples sent to advertisers. The identity of box number advertisers cannot be revealed.

For additional info:
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You can have access to 36 celebrity newsmakers each month, for live phone-in interviews send for your **FREE copy: Newsmaker Interviews, 439 S. La Cienega Blvd. L.A., CALIF. 90048. 213-274-6866.**

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introduces a modification to enhance the performance of 3/4" UMATIC recorders. The CCI Model 400 high resolution video modification is designed to provide improved performance with resolution from 350 lines up to 400 lines in the color mode. Chroma signal to noise is improved up to 6 db in the color recording process. JVC, SONY and Panasonic 3/4" recorders can be modified with the installation of a printed circuit board and a simple readjustment of the vcr. \$1,895. CCI is a full service dealer for SONY, JVC, Panasonic and Leader instruments. Call **Cottonwood Communications** in California 1-800-826-7025, National-1-800-331-8333 or 1-805-344-3335

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■ Daytimer. Southwest Georgia. Only station in county. \$100,000. Terms.
■ 100,000 watts. Coastal California. \$1.9 million. Terms.
■ Fulltimer. Iowa. Covers 500,000 people. Good billing. Bargain at \$580,000. Terms.

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Guaranteed Broadcast Quality Videotape
3/4" 1" & 2"
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KCS20-\$5.50 90 min. w/shipper-\$44
KCA60 \$9.50--Any Quantity

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WTTG has the highest share of audience in Washington, D.C.

It out performs ABC, CBS and NBC.

The WTTG newscasts out rate all other newscasts in Washington, D.C.*

WTTG is a Fox Television Station and a Fox Broadcasting Company affiliate.

*July 1987 Arbitron, Sunday to Saturday sign-on to sign-off



JOBS

A listing of employment opportunities in the electronic media

Broadcast TV

KOOG-TV in Ogden, Utah, is seeking a **local sales director** with broadcast sales experience in the Salt Lake City area and sales management experience. Send resumes to: Sales Director Position, KOOG-TV, 1309 16th St., Ogden, Utah, 84404. Phone: 801-621-3030.

WTLV-TV in Jacksonville, Fla., is seeking to fill two positions:

Director of programming and planning with three years experience in program acquisition or program research. Send resumes to: Linda Brook, vice president and general manager, WTLV-TV, P.O. Box TV12, Jacksonville, Fla. 32231. Phone: 904-633-8801.

Production manager/creative services director with creating, writing and producing skills. Send resumes to: Nelson Pugh, director of operations, P.O. Box TV12, Jacksonville, Fla. 32231. Phone: 904-633-8850.

KBHK-TV in San Francisco is seeking a **producer/director** with three years experience and strong emphasis on writing, producing and directing of station promos. Send resumes to: Jo Russell, production manager, KBHK-TV, 420 Taylor St., San Francisco, Calif. 94102. Phone: 415-885-3800.

WJLA-TV in Washington is seeking to fill two positions:

Producer/writer—community service with three to five years writing and production experience.

Associate director with one year experience in a broadcast facility in a production-oriented job.

Send resumes to: Lou Segner, director of per-

sonnel, WJLA-TV, 4461 Connecticut Ave. NW, Washington, D.C. 20008. Phone: 202-364-7910.

WKYT-TV in Lexington, Ky., is seeking a **producer/director** with a solid background in commercial TV production and heavy emphasis on newscasts and commercials. Send resumes to: Thomas Bickel, WKYT-TV, Box 5037, Lexington, Ky. 40555. Phone: 606-299-0411.

Cable TV

Turner Broadcasting System in Atlanta is seeking a **writer/producer of video promotion packages** for CNN International with four years news and/or promotion experience as well as knowledge of international broadcasting. Send resumes to: Dave Lawrence, TBS, 1 CNN Center, 7th floor, Box 105366, Atlanta, Ga. 30348-5366. Phone: 404-827-1239.

Journalism

WJLA-TV in Washington is seeking a **field producer/news** who is an experienced journalist with expertise in writing and editing scripts both for reports and broadcast. Send resumes to: Bob Reichblum, WJLA-TV, 4461 Connecticut Ave. N.W., Washington, D.C. 20008. Phone: 202-364-7910.

KSFY-TV in Sioux Falls, S.D., is seeking a **news director** with management skills to lead and motivate a young staff. Send resumes to: General Manager, KSFY-TV, 300 N. Dakota Ave., Sioux Falls, S.D. 57102. Phone: 605-336-1300.

The NTV Network in Kearney, Neb., is seeking to

fill three positions:

Weatherperson/feature reporter with ability to create, edit and shoot feature pieces.

Newscast producer with good organizational and writing skills.

Reporter/photographer with ability to conceptualize stories, interview, shoot, write, edit and live-wrap from set or field.

Send resumes to: Rick Benjamin, vice president of news, NTV Network, Box 220, Kearney, Neb. 68848. Phone: 308-743-2494.

WPLG-TV in Miami is seeking a **news producer** with three years experience as commercial television news producer and degree in journalism. Send resumes to: Sharon Buchanan, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

Radio

WVTI-FM/WTAI-AM in Melbourne, Fla., is seeking an aggressive **account executive** with direct retail experience. Send resumes to: Jeffrey Kimmel, local sales manager, WVTI-FM/WTAI-AM, 1775 W. Hibiscus Boulevard, Suite 301, Melbourne, Florida. 32901. Phone: 305-984-1000.

National Public Radio in Washington is seeking an **assistant producer** for "All Things Considered" with two years experience in journalism including broadcast production and proficient writing and editing skills. Directing skills helpful. Send resumes to: National Public Radio, 2025 M St. NW, Washington, D.C. 20036. Phone: 202-822-2000.

Syndication

John Blair Communications in New York is

seeking a **research analyst** with one year experience in television ratings and knowledge of both Arbitron and Nielsen ratings services. Send resumes to: Doug Lanham, Human Resources, P-10, John Blair Communications, 1290 Avenue of the Americas, New York, N.Y. 10104. Phone: 212-603-5772.

Other

KQED Television/Radio in San Francisco is seeking a **public relations manager** with a minimum of five years public relations/advertising experience. Send resumes to: Personnel Director, KQED Inc., 500 8th St., San Francisco, Calif. 94103. Phone: 415-553-2211.

Academic

Boston University is seeking a **broadcast technician** for maintenance and repair of microwave and satellite transmission systems. Send resumes to: Office of Personnel, Boston University, 25 Buick St., Boston, Mass. 02215. Phone: 617-353-2380.

The "Jobs" column is an editorial feature compiled by Susan Graening of our Chicago staff. Media companies having job openings they would like to list in this column should send the job title and a brief job description to Ms. Graening at ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill., 60611. She can be reached by telephone at 312-280-3148. Items submitted for publication in the "Jobs" column must include a telephone number for obtaining further information and an address where resumes can be sent. Please advise us when the job has been filled. Decisions on which items are published and what wording is used are made entirely by ELECTRONIC MEDIA'S editorial staff.#

Media firms wary of drops in stock

(Continued from Page 24)

Despite warnings that the five-year bull market may be coming to an end, some analysts point out that there are a variety of factors that will dictate the market's future.

Ed Atorino, an analyst for Smith Barney, predicts that media stocks—particularly those involved in publishing—will continue to do well through the fourth quarter.

"I personally believe that the market will go higher, that earnings will go higher and that media stock prices will follow," Mr. Atorino said.

Analyst Francine Blum of Wertheim Schroder expects investors to take advantage of declining stock prices "by buying, not selling on weakness."

"Just because there is a long over-

due correction in the market going on doesn't mean that everything is going to hell in a hand basket. It could primarily allow for the purchase of good stocks at a cheaper, more reasonable price.

"Foreign demand for American assets, only a slight increase in interest rates, and solid but moderate domestic growth" will keep erratic change at bay. "This will not escalate into a time of panic selling."

Stock watchers are keeping their eyes on several factors that may give an indication of the market's future moves.

Among those are a tighter Federal Reserve monetary policy, rising interest rates, year-end corporate earnings and the dollar's recent slide and the growing federal budget and trade deficits.#

Flyaway packs help reporters expand their news capabilities

(Continued from Page 28)

difficult problem in working with the flyaway pack is the logistics of equipment transportation, beginning at the destination airport baggage counter.

"Transportation cost is no problem," he says. "We originally budgeted \$500 for one-way excess baggage transportation of our 16 shipping cases, but we've never spent more than \$300 per trip."

"Staking out the Bakkers for four days cost us about \$3,000 for everything," says Mr. Hoff. "Renting an SNV would have cost us \$3,000 a day, if it were available."

Midwest Communications' Ed Stewart said the cost for shipping a system to Reykjavik, Iceland, to cover the Reagan-Gorbachev meeting was less than \$1,200.

"Our system includes two cases more than what Midwest supplied us," Mr. Hoff said. "One contains a spare exciter, and the other is our kit box for cables, connectors, tools and all the paraphernalia you can't live without in the field."

"We've also added a portable field headquarters to keep our pack and people dry—a Sears umbrella tent 7 feet tall that goes up in minutes."

Minneapolis-based Conus Communications, which packaged fixed-station Ku-band satellite uplink terminals into SNG mobile units in 1984, was again a trendsetter in early 1987.

Its first use of an SNG-VFP (video flight pack) from Hubbard Communications of St. Petersburg, Fla., was as a fixed terminal on the roof of the K Street building housing its Washington news bureau.

It was the work-horse uplink source for daily feeds both to Conus SNG Network stations and clients of the TV Direct news service that Conus operates jointly with the Associated Press.

Previously, those feeds had run through C&P Telephone coaxial cables to a Hubcom/Conus SNG truck parked in a spot with a clear shot to the satellites.

The VFP was replaced in August by two transmit/receive terminals.

Conus uplink engineer Peter Macdonald says the VFP's six-month temporary assignment was easily cost-justified: "We installed it ourselves, after an easy trucking job from the curb via the freight elevator to the building equipment penthouse and onto the roof. That meant we started saving the C&P line charges and van/crew costs immediately, without waiting for permits for street closings for cranes, roof reconstruction or transmission licenses."

"We figure we'll almost have paid for the VFP in these six months' savings. And (this month) we'll have to put it on the road to earn more money!"

NBC is using several flyaway packs, including some in Europe. CBS has two units in service, and ABC took delivery of its first unit in late May.

Will the flyaway-pack population start to grow now? Peter Rowe Rightmire, marketing communications manager at Midwest Communications, is optimistic. His company has about a 10-unit continuing backlog.

Delivery of a \$180,000 to \$235,000 system takes two to four weeks, he says. The sales force is pursuing corporate multinationals as well as local broadcasters and networks.

Hubcom is currently quoting six-month delivery of a \$170,000 system.

Among the other companies offering flyaway packs or flyaway-pack services are AFA, Comsat General, Cycle Sat, GTE, Harris, Keltec, Microdyne, Radiation Systems, Toshiba, Vertex and Wold Communications.#

Radio spells it out

(Continued from Page 30)

Mr. Sklar.

"The letters WMMS say nothing and mean nothing," Mr. Sklar says. "But the station has adopted the nickname of Buzzard and everybody is listening to them."

"They're Cleveland's No. 1 station, and they don't even have an identifiable format."

When KCBQ-AM in San Diego decided to switch its format from country music to oldies, the station's management decided against changing its call letters, said Mr. Hedges.

Instead of a letter switch, the station adopted the name Eagle 150 to emphasize its new identity and dial position, he said. "I believe the letters KEGL were even available at the time, but the station wasn't interested."

Call letters still remain the most important station identifiers in the Arbitron Ratings Co. ratings diaries.

But as radio stations get away from using their FCC-approved letters and start marketing themselves by other names, they simply send Arbitron their list of aliases, according to Mr. Hooker.

"That way Arbitron knows if a listener writes down Kiss or Magic or whatever, what station should receive the credit."#

Studios looking for hit game shows

(Continued from Page 30)

homes. The special garnered a 4.1 rating (percentage of all television homes) in the A.C. Nielsen Co. national syndication report.

The barter series is the first production offered for national distribution by Kelly, a subsidiary of Sacramento-based Kelly Broadcast-

ing, operators of KCRA-TV there.

Also new is "Hit Squad," a proposed late-night comedy strip distributed by Casablanca IV with sponsorship from Bristol-Myers Co.

The barter series has been sold for a premiere in January on Gaylord Broadcasting's KTVT-TV, Fort Worth; KHTV-TV, Houston;

WUAB-TV, Cleveland; KSTW-TV, Seattle; WVTM-TV, Milwaukee, Wis.; and 18 other stations.

The new show, which is from Bob Booker Productions, is described as featuring "practical jokes and outtakes as a 'hit squad team' allows viewers to seek revenge on designated victims."#

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Get results you can really sink your teeth into.

Only with November Gold.

Featuring "A Nightmare on Elm Street II" and the box office hit "Once Bitten" starring Lauren Hutton.

20 motion pictures.

20 first-run television premieres.

One dream of a package.

NOVEMBER GOLD



THE **GOLD** MARKET JUST WENT UP!
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(615) 373-5972

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New York, NY 10019
(212) 315-3030

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BRIEFLY NOTED

Broadcast TV

Ted Koppel's interview with former Democratic presidential candidate Gary Hart on ABC's "Nightline" on Sept. 8 garnered a 9.8 rating (percentage of TV homes) and a 29 share (percentage of sets in use) in A.C. Nielsen Co. overnight numbers for 15 markets. CBS's entertainment fare averaged a 4.3/13, and NBC's "Tonight Show" averaged a 6.4/20. It was the third-highest-rated "Nightline" ever, behind broadcasts covering the Libyan attack in April 1986 and Mr. Koppel's recent interview with ousted PTL leaders Jim and Tammy Bakker.

Busse Broadcasting Corp. has acquired four TV stations from Nashville, Tenn.-based Gillett Holdings. The stations are: WEAU-TV, the NBC affiliate in Eau Claire, Wis.; WRLH-TV, an independent in Richmond, Va.; KOKH-TV, an independent in Oklahoma City; and KOLN/KGIN-TV, a CBS affiliate with two transmitters, serving Lincoln and Grand Island, Neb. Busse Broadcasting, based in Kalamazoo, Mich., has also agreed to purchase Gillett station WWMT-TV, the CBS affiliate in Kalamazoo.

Eight former FCC members, including former Chairman **Mark Fowler**, have sent a letter to Congress supporting the agency's repeal of the fairness doctrine. Nine other former FCC members have previously written Congress in support of the doctrine.

Donald Regan, President Reagan's former chief of staff, will debut as a TV commentator on NBC's "Before Hours" newscast Sept. 15. Mr. Regan will discuss financial matters with anchor Bob Jamieson once a week, probably on Tuesdays. "Before Hours" airs on most NBC affiliates at 5:45 a.m. (ET).

In honor of news anchor Jerry Turner's 25th anniversary with the station, **Baltimore's WJZ-TV** has established the WJZ-TV/Jerry Turner Broadcast Scholarship to assist future broadcast journalists.

Cable TV

CNN will debut "Inside Politics '88" as a nightly political affairs series beginning Nov. 2 at 6 p.m. (ET). The half-hour show is described by CNN as the centerpiece of its elec-



Dick Clark's "American Bandstand" is TV's longest-running entertainment program.

National syndication standings

For the week ended Aug. 23

	Rating	Stations	Coverage
1. Wheel of Fortune	13.6	212	97%
2. Sons of Scarface	13.2	184	94%
3. Jeopardy	10.5	209	99%
4. WWF Wrestling	9.3*	236	95%
5. People's Court	7.2	194	97%
6. Entertainment Tonight	6.9*	153	93%
Wrestling Network	6.9*	181	90%
8. Oprah Winfrey Show	6.8	180	98%
9. New Newlywed Game	6.4	183	96%
10. All-Star Wrestling Network	5.8*	117	85%
Hollywood Squares	5.8	150	91%
12. Hee Haw	4.8	220	91%
Mama's Family	4.8*	162	89%
14. Small Wonder	4.7	182	84%
15. Throb	4.6	138	85%

*Includes multiple airings. (b) Pre-empted.

Source: Nielsen Fast Weekly Syndication and Occasional Network Report. Includes only subscribers to the service.

tion coverage leading into 1988. Contributors will include CNN anchors Bernard Shaw, Mary Alice Williams and Lou Waters.

The Financial News Network has formed a multimedia sales organization, Infomedia Inc. The firm will offer advertisers a range of marketing opportunities via FNN's business, sports and home shopping TV services.

Black Entertainment Network adds two new shows to its prime-time lineup this week. "Going Places," featuring on-location entertainment, is slated for 7:30 p.m. (ET) Monday through Wednesday, starting today, and "Gospel Magazine" is being televised Tuesdays at 8:30 p.m. and Saturdays at 6:30 p.m. beginning Sept. 15.

The National Veteran's TV Network is offering a half-hour weekly news magazine, "For Veterans Only," to cable systems and stations. The program, which has been airing in the mid-Atlantic region and will debut nationally Oct. 6, has been picked up by Storer Cable Communications systems, Tempo Television and the Armed Forces Radio and TV Services.

Superstation WTBS, Atlanta, will air the pilot episode of "Leave It to Beaver" on Oct. 4 at 3:30 p.m. (ET) as part of the 30th anniversary of the family-oriented sitcom. The segment, titled "It's a Small World," casts Barbara Billingsley as June Cleaver and Jerry Mathers as the Beaver, but Ward and Wally Cleaver are played by Casey Adams and Paul Sullivan, respectively. In the regular series, Hugh Beaumont played Ward and Tony Dow was Wally.

The Kentucky Cable Network made its debut recently with live two-hour coverage of the opening ceremonies of the Bluegrass State Games, an Olympic-style competition involving amateur athletes from across the state. The show was available in 75 percent of Kentucky's cabled homes representing more than 1 million potential viewers.

Galavision has moved its corporate headquarters from New York to Los Angeles. The Spanish-language cable service had been based in New York for the past eight years and will join its parent company, Univisa, in its Southern California office.

Radio

Radio personality Gary Owens of Los Angeles' KFI-AM in Los Angeles will host a new, weekly four-hour radio program to be syndicated by **DIR Broadcasting Corp.**, New York. Designed to air weekends on adult contemporary radio stations, "Gary Owens' Music Weekend" will feature current hits mixed with oldies from the 1960s and 1970s, as well as lifestyle features and artist interviews. "Music Weekend" will be produced by Wally Clark Productions, Los Angeles. It's scheduled to premiere in October, DIR says.

Tak Communications of Vienna, Va., has

last summer to enter first-run syndication via LBS Communications.

Group W Productions has taken over national media sales for "The Judge," the first-run courtroom strip from Genesis Entertainment that began its second season this month. Separately, beginning Sept. 21, Group W's Filmmation unit will introduce "Brave-Starr" to syndication with a lineup serving more than 85 percent of U.S. TV households, including 44 of the top 45 markets. It is the fourth new animated series produced by Group W/Filmmation since 1983.

Fries Distribution Co. has cleared the "It's Howdy Doody Time: A 40-Year Celebration" special in 185 markets reaching 98 percent of U.S. TV homes. The barter show has sold out its national ad inventory for the two-hour Thanksgiving weekend broadcast.

Sports

Cable Value Network has reached an exclusive agreement with **NFL Properties** designating CVN as "The Official NFL Shopping Channel." CVN is the nation's largest cable TV shopping channel, available in 50 states on more than 1,400 cable systems reaching 19 million subscribers.

SportsChannel New England will carry 39 regular-season Boston Celtics games this season, beginning with a Nov. 6 game against the Milwaukee Bucks. The Woburn, Mass.-based regional sports service will also carry all Celtics playoff contests not aired by CBS.

Americans enjoy watching **football on TV** more than any other sport, according to adults polled by the R.H. Bruskin research firm. Football was the top choice of 26 percent of those polled, followed by baseball (19 percent) and basketball (12 percent).

Other

Rupert Murdoch's News Corp. will sell a majority stake in **Sky Channel**, its European cable satellite service, to investors in countries that the system services. News Corp.'s current 83.5 percent stake in Sky Channel will be reduced to between 25 percent and 33 percent.

Nielsen Media Research will expand its overnight TV ratings service to the Sacramento-Stockton, Calif., market by introducing 300 meters there in May, bringing to 16 the number of markets offered the service. The central California cities represent the nation's 20th largest market. #

agreed to purchase WJQY-FM in Fort Lauderdale, Fla., for \$34 million from Joseph Amato. Tak Communications also owns KITV-TV in Honolulu and WUSL-FM in Philadelphia. Edwin Tornberg & Co., Washington, brokered the sale.

SRO Broadcasting's WHBT-AM/FM, Milwaukee-Racine, Wis., will become a new age music station by the end of this month. Paula Peden, WHBT general manager, said the programming "will be customized to the tastes and desires of Milwaukee listeners."

Los Angeles-based Premiere Radio Network has acquired exclusive distribution rights to "The National Lampoon Radio Hour" and will make the 1973-75 series available for airing in October. Comedians in the weekly program included John Belushi, Chevy Chase, Bill Murray and Gilda Radner.

Syndication

The Guinness Book of World Records has recognized "American Bandstand" as the longest-running entertainment program on TV. During the show's 35 consecutive years of production it has aired more than 65,000 records, logged more than 10,000 musical guests and shown some 600,000 teen-agers dancing to the latest hits. The show originated in 1952 on WFIL-TV in Philadelphia and left ABC-TV



WTBS will air the pilot for "Leave It to Beaver" on Oct. 4 to celebrate the situation comedy's 30th anniversary.

Arena Football, Fox discuss deal

(Continued from Page 4)

tract calls for exclusive TV carriage of the sport over the five years of its deal. But last week, ESPN said a combination cable-broadcast deal for next season may be worked out.

Jim Foster, founder and president of Arena Football, expects to put a TV package together for both of the programs.

"There is a formal proposal coming from Fox right now," Mr. Foster said. "We have some idea of what the numbers are, and we know they're attractive to us."

A Fox deal would make a New York franchise a certainty, according to Mr. Foster, who said the network has a special interest in that market.

He said the league is likely to expand by four to 10 teams next season. There are commitments for teams in Detroit, Seattle and Los Angeles, as well as interest in Houston, San Antonio, Tampa, Orlando, Miami, Cincinnati, Indianapolis, Philadelphia and Providence, R.I.

He expects to have franchising and TV deals done by Oct. 1.

He said the price of team management rights is about \$1.5 million. He also estimated that about 30 percent of the league's costs will be covered by TV revenues.

Mr. Foster said Arenaball has caught international attention, and exhibition games may be held in England.

The attraction for Fox probably has something to do with Arenaball's relatively strong performance this past season, averaging a 1.6 cable rating on ESPN with a peak of 2.6 for its initial game.

The free-wheeling, high-scoring Arenaball, which has been described as "the 50-yard war on

the floor," seems like an ideal made-for-TV sport, even though Mr. Foster denies that that's how he developed it.

"What we are is an entertainment option," he said.

NBC and CBS found the concept appealing, according to Mr. Foster, who said NBC had a contract in 1982 to produce the sport.

By mutual agreement, Arenaball's kickoff was delayed with the advent of the USFL, and the NBC contract eventually lapsed.

Possessing no illusions about competing with the NFL, Mr. Foster knows he also doesn't need NFL-scale network dollars to keep his league kicking. In fact, the Arenaball season is slated to move from late summer, where it played this year, to start in late April and wrap up by July to avoid conflicts with NFL pre-season contests.

New flash is planned for 1988 with uniforms to feature tinted face shields and matching vinyl gloves, collars and knee pads for what Mr. Foster calls a "sort of roller-ball look."

He said this season's mesh cut-off jerseys made "for a little subtle sex appeal" and also will stay.

Microphones will amplify quarterback's signals for spectators at the arena and at home.

And veteran sports producer Don Ohlmeyer, who played a casual part in the talks with Fox, may also get involved with some suggestions for enhancing Arenaball's TV image.

But Mr. Foster indicated the changes are not intended to confuse the essential element.

"It's still football," he said. "They're still down there knocking the daylight out of each other."#

Industry faces unknowns as fall TV season begins

(Continued from Page 3)

Sunday night could undermine the strength CBS has enjoyed with "60 Minutes" and "Murder, She Wrote."

"On the other hand," he adds, "nobody knows how 'Family Ties' is going to hold up."

Other Sunday unknowns include the revamped Fox lineup and the shift of ABC's "Spenser: For Hire" from Saturdays.

Pre-emptions will also be an important factor at 8 p.m. Fridays and Saturdays, when a growing number of affiliates are expected to replace network fare with the syndicated "Star Trek: The Next Generation."

Many ABC affiliates are also upset about the shift of "20/20" from Thursdays to Fridays at 10 p.m., and observers think pre-emptions could result there as well.

Lou Bullock, BBDO's media department analyst, feels NBC will take Fridays on the strength of its two returning and one new series, although "at 9 o'clock 'Dallas' should edge out 'Miami Vice' by the slightest margin."

There's general agreement that ABC has major audience-flow problems on Fridays, particularly from "Max Headroom" to "20/20."

Mr. Bullock predicts CBS will have a hit on Saturday nights with "Frank's Place," an ensemble comedy based in a New Orleans restaurant.

But Mr. McAlpine feels the network is risking too much by premiering five new 8 p.m. shows.

"They're giving ABC a real opening, since the success rate of new shows is only 20 percent," he says.

Mr. Shulman concurs, contending that NBC and CBS are counterprogramming each other so heavily that ABC has "a real chance at becoming a strong No. 2."

Here are some other key time slots being watched by network executives, producers and ad agencies:



WILLIAM CONRAD
CBS coaxed him out of retirement

9 p.m. Tuesdays: This has been a strong night for ABC in the past, but its problem-plagued "Moonlighting" is facing competition from two seasoned stars in new roles.

CBS has coaxed William Conrad out of retirement for "Jake and the Fatman," and NBC is bringing back Dale Robertson in "J.J. Starbuck."

These shows lead into a retooled "Crime Story" on NBC at 10 p.m.; the new "Thirtysomething," ABC's yuppie-oriented drama; and "The Law and Harry McGraw," CBS's "Murder, She Wrote" spinoff.

9 p.m. Wednesdays: CBS returns "Magnum, P.I." for its last season. NBC hopes to continue the success it found last winter with the six-hour miniseries, "A Year in the Life," this time with hour-long weekly episodes about a middle-class family in suburban Seattle.

ABC is betting on the high-priced

talent behind "Hooperman," developed by "L.A. Law" creators Terry Louise Fisher and Steven Bochco, and "Slap Maxwell," which stars Dabney Coleman as a sports writer.

As few as 13 episodes of "Magnum" may be produced, as per star Tom Selleck's new contract, so competition is expected to heat up in this critical hour.

8 p.m. Thursdays: NBC, which has owned Thursdays since "The Cosby Show" debuted, will try to repeat the magic this fall with the first "Cosby" spinoff, "A Different World," starring Lisa Bonet as a college freshman. It will follow "Cosby" at 8:30 p.m.

Both comedies are up against CBS's ground-breaking action show, "Tour of Duty," the first dramatic TV series on the Vietnam War.

ABC offers the returning youth-oriented sitcoms "Sledge Hammer!" and "The Charmings."

8 p.m. Fridays: The people meter could have its most profound impact on this night, which traditionally has gone to CBS.

"Beauty and the Beast," the season's only real "high-concept" series (about a crime-chasing attorney in love with a "man-beast" in the fairland sewers of New York) is scheduled by CBS at 8 p.m.

That puts it up against NBC's returning "Rags to Riches" and two new ABC sitcoms: "Full House," about a sportscaster and his three young daughters, and "I Married Dora," in which an undocumented housekeeper marries her employer to escape deportation.

They'll lead into three veterans: CBS's "Dallas," NBC's "Miami Vice" and ABC's "Max Headroom." At 10 p.m., NBC is investing heavily in the music-oriented 1950s detective drama, "Private Eye," and ABC is hopes loyalists will find "20/20" in its new time slot.#

Push on 'Boss' to heat up

(Continued from Page 4)

graming acquisitions," said Mr. Roe.

For example, his own television station earlier bought Viacom's "Cosby."

In Norfolk, Michael Karas, programming director at WTVZ-TV, the TVX-owned Fox affiliate, reports that the opening price of \$9,400 a week for "Who's the Boss?" was too high.

"We have to look at our own bottom lines," he said. "While the market is still hoping to get the product, you just can't expect one program to transform your entire broadcast day."

Mr. Thurston hopes to rack up big sales in the next few weeks, as Columbia/Embassy opens "Who's the Boss?" negotiations in Philadelphia, Boston, Dallas, Cleveland and Houston—the nation's fourth, sixth, eighth, 10th and 11th largest markets, respectively.

In New York, MCA-owned WWOR last May paid \$150,000 a week for the program, and Los Angeles' KHJ-TV paid \$240,000 a week.#

Who has 'Who's the Boss?'

Market rank and city	Station
65 Albuquerque, N.M.	KGGM-TV (CBS)
120 Amarillo, Texas	KAMR-TV (NBC)
12 Atlanta	WSB-TV (ABC)
125 Binghamton, N.Y.	WBNG-TV (CBS)
140 Boise, Idaho	KIVI-TV (ABC)
76 Cedar Rapids, Iowa	KWWL-TV (NBC)
49 Charleston-Huntington, W.Va.	WCHS-TV (ABC)
3 Chicago	WBBM-TV (CBS)
30 Cincinnati	WXIX-TV (IND)
100 Colorado Springs	KOAA-TV (NBC)
37 Columbus, Ohio	WCMH-TV (NBC)
50 Dayton, Ohio	WDTN-TV (ABC)
68 Des Moines, Iowa	KDSM-TV (IND)
56 Flint-Saginaw, Mich.	WJRT-TV (ABC)
103 Fort Myers, Fla.	WFTX-TV (IND)
40 Grand Rapids, Mich.	WWMT-TV (CBS)
34 Greenville-Spartanburg, N.C.	WLOS-TV (ABC)
45 Harrisburg-Lancaster, Pa.	WHP-TV (CBS)
89 Huntsville, Ala.	WAAY-TV (ABC)
84 Jackson, Miss.	WLBT-TV (NBC)
97 Las Vegas	KVVU-TV (IND)
2 Los Angeles	KHJ-TV (IND)
29 Milwaukee	WISN-TV (ABC)
17 Minneapolis	KMSP-TV (IND)
59 Mobile, Ala.-Pensacola, Fla.	WEAR-TV (ABC)
1 New York	WWOR-TV (IND)
27 Orlando, Fla.	WCPX-TV (CBS)
21 Phoenix, Ariz.	KTVK-TV (ABC)
13 Pittsburgh	WTAE-TV (ABC)
42 Providence, R.I.	WJAR-TV (NBC)
44 San Antonio, Texas	KSAT-TV (ABC)
5 San Francisco	KTVU-TV (IND)
110 Savannah, Ga.	WTOG-TV (CBS)
15 Seattle	KSTW-TV (IND)
81 Tucson, Ariz.	KMSB-TV (IND)

CBS exports newscast

(Continued from Page 4)

American's European flights.

ABC has no agreements to televise "World News Tonight" in foreign markets, although—like the other two networks' evening newscasts—the program is picked up in Puerto Rico and newsfeeds are distributed internationally.

CBS, meanwhile, will not be presenting entirely fresh information to the Japanese viewers. "The CBS Evening News" will be about 14 hours old when it reaches Japanese viewers.

Given a 16-hour time difference, the West Coast feed of the program will reach Japan in the morning. But it won't be televised on Tokyo Broadcasting System until sometime between midnight and 2 a.m.

Because of the time delays, CBS's Monday-through-Friday news will air in Japan Tuesday through Saturday.

Mr. Wear says the program will act as a supplement to Tokyo Broadcasting's own newscasts and will be of most interest to viewers as an American perspective on world events.

Japanese viewers will be able to pick it up on two channels, one dubbed in Japanese and the other in English.

The news departments at CBS and Tokyo Broadcasting have had a close relationship for some time, Mr. Wear says. Tokyo Broadcasting's New York news bureau is located in the CBS Broadcast Center, and CBS News' Tokyo bureau is on Tokyo Broadcasting's premises.#

Playboy's pirate case probed

(Continued from Page 3)

Officials of Rainbow could not be reached for comment.

While the incident bore the footprint of a Captain Midnight satellite "hacker," the FCC was not even assuming that this was an intentional stunt.

"The bureau hasn't made any presumptions or assumptions," the FCC spokeswoman said.

An intentional interruption of satellite program signals is accomplished through a process called "double illumination." The pirate overpowers the satellite transponder signal by "saturating" it, and then replacing it with another signal.

The maximum penalty for this type of offense is a one-year sentence and a \$10,000 penalty.#



CRITIC HOWARD ROSENBERG

TV executives rate their critics

(Continued from Page 1)

Beyond Mr. Shales' clear influence, however, any attempt to rank critics in the same way that critics rank TV shows can be viewed only with suspicion. For one thing, most of those polled knew the names of only a few major-market critics.

Most of those who labor as TV columnists in America's heartland, not to mention its Sunbelt and Rustbelt, weren't so much liked or disliked as simply ignored. Furthermore, many of the executives polled seemed to choose their "least favorite" TV critic based on one particularly unfavorable column the critic had written about their company or product.

Next to Mr. Shales, Howard Rosenberg of the Los Angeles Times got the most mentions as the "favorite" TV critic.

The other critics most often singled out as favorites by industry executives were Steve Sonsky, Miami Herald; Bill Carter, Baltimore Sun; Eric Mink, St. Louis Post-Dispatch; Kay Gardella, New York Daily News; and Fred Rothenberg, Associated Press.

On the other hand, as with Mr. Shales, both Ms. Gardella and Mr. Mink also surfaced in the "least favorite" category.

Ms. Gardella's colleague at the New York Daily News, George Maksian, was also mentioned in this category.

A second tier of "favorite" critics, mentioned by at least one of those polled, include Mike Duffy, Detroit Free Press; Arthur Unger, Christian Science Monitor; John Carman, San Francisco Chronicle; David Bianculli, New York Post; Ed Bark, Dallas Morning News; Peter Boyer, New York Times; and Monica Collins, USA Today.

Others cited as "least favorites" include John Corry and John O'Connor, New York Times; Jeff Jarvis, People magazine; Jerry Krupaick, (Newark) Star-Ledger; Tom Jicha, Miami News; and Barbara Holsopple, Phoenix Gazette. #

Industry executives believe TV critics' impact is limited

(Continued from Page 1)

work executives say the combined impact of America's TV critics is limited at best.

While industry executives agree they can't afford to simply ignore the press, they also say that the critics' influence is primarily a factor only for certain types of struggling shows, particularly new ones.

"TV critics can't hurt '60 Minutes' that much, but they can have a big effect on 'Tour of Duty' or 'Frank's Place' or 'Jake and the Fatman,'" says Laurence Tisch, CBS's chief executive officer, referring to three of CBS's premieres.

"Viewers have to know what's on, and they have to want to see it because we're saying to them, look, we want you to tune out of 'Cosby' and into 'Tour of Duty,'" says Mr. Tisch.

"That's a hard decision for a person to make if he reads in the newspaper that morning: Don't bother with 'Tour of Duty.'"

Dick Connelly, vice president of public relations for the ABC TV Network Group, characterizes critics' power this way: "If every critic comes out and pans a show or raves about it, I think that would clearly have an impact."

Some dub it "the bandwagon effect," meaning the momentum that gets stirred up when several critics in different cities seemingly band together to praise or pan a particular trend or program. One recent example surfaced at the July press tour, when more than 100 critics journeyed to Los Angeles to screen new shows and interview stars, producers and network executives.

In this case, Jay Tarses, executive producer of NBC's "The Days and Nights of Molly Dodd," congratulated the critics for helping get his show renewed.

At first, NBC had hesitated to go ahead with the unusual program—a hybrid of sitcom and drama—because, as Mr. Tarses explained it, NBC Entertainment President Brandon Tartikoff "doesn't understand the show."

If it hadn't been for the groundswell of support from critics, he said, his show might not be alive today.

"I think you people in the press may be responsible for this," Mr. Tarses told the critics. "It's been incredible what you've written."

But a number of other producers surveyed by ELECTRONIC MEDIA say critics often have little effect on viewers either way.

"The TV audience tends to turn it on and look for themselves because it's right there in the living room," said Marcy Carsey, co-executive producer of television's top-rated show, "The Cosby Show" and its new spinoff, "A Different World."

"It's not like a Broadway play where they have to shell out a lot of money and get a baby sitter and go in their car into a city where there's no parking. This is something they can find out about for themselves."

Similarly, fellow producer Stephen J. Cannell points out that critics have hated programs of his in the past, and some of those became major hits, especially "The A-Team."

On the other hand, he admits that sometimes getting good press "certainly helps a show that's in trouble. It can also help a (low-rated) show such as 'Hill Street Blues.' That show was doing an 18 to 20 share (percentage of sets in use) and all of a sudden the critics raised the flag and said, 'America you ought to look at this.'"

Michael Fuchs, chairman and chief executive officer of HBO, agreed that sometimes it's hard to figure out how critics will react.

He said HBO could program a whole lineup that critics would like and get nowhere with viewers.

On a personal level, industry leaders say they aren't necessarily enamored of the TV critics' corps. They say critics have a tendency to ride certain issues, ask biting questions and, as one TV executive put it, "They like to get up and hear themselves talk."

According to Robert Wright, NBC's chief executive officer, "TV critics are very different because they tend to get off on tangents and want to belabor some particular issue that they have." As a former executive at General Electric, Mr. Wright's background prepared him more for dealing with pure business reporters than critics.

The critics tend to ask "questions with a sharp edge to them," Mr. Wright says, "whereas business reporters are generally on a less personal ground."

All three networks monitor what critics write for the major newspapers through their New York and Los Angeles offices, and by reviewing articles forwarded by their local affiliates and purchased through clipping services.

One of the largest, Burrelle's Information Services, can provide the networks with same-day clips from 39 daily newspapers via facsimile machine through its NewsExpress service.

"The networks now have an extremely fast way of getting feedback from the media," says Michael Israel, senior vice president of Livingston, N.J.-based Burrelle's.

He explains that the service allows the executives to sit down and read clips from those papers by 9 a.m. each day.

Mr. Israel says two of the three networks are NewsExpress clients, but he declined to say which ones.

The network most sensitive to good press is PBS. "We spend every nickel we can squeeze out of the system on programing," said PBS President Bruce Christensen, "and we don't get any advertising or promotion money to put behind the projects we're putting on the air."

But even at PBS, producers are skeptical of the ultimate influence of the critics.

"If we are well-reviewed, I think we'll do better. If we're not well-reviewed and it's a good show, then if we're lucky word-of-mouth will catch on," says Frank Marshall, co-executive producer and co-creator of PBS's "The Bretts," a series that will premiere Oct. 11.

"I think the critics are very important to the industry, but my honest opinion is that in the end the public makes the decision." #



MARCY CARSEY and TOM WERNER

'Cosby' creators face reporters during press tour

Several times every year, TV critics cross swords in large groups with key network executives and producers.

One such session in July allowed critics to quiz Marcy Carsey and Tom Werner, executive producers of NBC's "The Cosby Show" and "A Different World." Was it rough?

"I didn't feel beat up," Ms. Carsey said after the 45-minute session.

"Some questions were great and some weren't," added Mr. Werner.

During the session, the "Cosby" creators faced a group of writers who were somewhat skeptical about the new series, particularly its premise.

One critic questioned why "Different World" was even created, arguing that Denise Huxtable, the college-age character played by Lisa Bonet, didn't warrant a series of her own.

He then went on to ask if there was really any reason to make the show other than to reap more profits from "Cosby's" popularity.

Despite having to dodge such arrows, both Ms. Carsey and Mr. Werner later said they felt the session was beneficial because it told critics about the new show. "It would help if it were over a longer period and on a one-on-one basis," Ms. Carsey said about the discussion with the critics.

Mr. Werner said that what viewers think when they actually see "Different World" when it begins airing on Sept. 24 is more important than what they read from TV critics.

Could bad publicity hurt the new show?

"It's nice to hear people say good things about the show, but what is written is not as important as what the TV viewers think," Mr. Werner said.

Ms. Carsey agreed. "I hope nobody ever makes a judgment only from the critics." #

—William Mahoney

Paramount and Joan Lunden to offer syndicated daily series

(Continued from Page 4)

Ms. Lunden and her husband reportedly will receive a percentage of the new program's profits if it succeeds in syndication.

The Paramount Pictures unit, which currently produces "Entertainment Tonight" and three other first-run series, faces competition from at least eight other daytime talk shows scheduled to return or debut in fall 1988.

Lucie Salhany, division president, characterized the signing of Ms. Lunden and Messrs. Krauss and Anderson as "a programing coup" during a Manhattan news conference last Wednesday.

She later told ELECTRONIC MEDIA "there's room for a companion to Geraldo Rivera and Oprah Winfrey" in daytime programing.

"You might call this the 'Next Generation Mike Douglas Show.' It's not a magazine show. It's a talk/variety show," she added.

Paramount plans to tape the program in New York before a studio audience. Highlights from the strip would be compiled for a complementary weekend edition.

Paramount would sell two minutes of national spot time through its International Ad Sales partnership with Coca-Cola Telecommunications and Orbis Communications. #

Outlook good for cable industry, Wall Street media analysts say

(Continued from Page 8)

Mr. Lucas and his peers say they are encouraged by cable television's cash-flow growth (operating income plus depreciation and amortization), which neared \$3 billion in 1986 compared to \$900 million in 1980.

Excess cash flow, created by lower capital needs of mature systems, is expected to finance share repurchase and acquisitions, they say.

"New revenue sources for cable opera-

tors, which include pay-per-view programing, sales of advertising time and fees for home-shopping programs, could materially enhance future cash flows for the industry," Mr. Lucas said in his recent client report.

Although the recent rise in interest rates threatens this prosperity, Kidder Peabody's Mr. Bauer said in his report that "the improvement in operating fundamentals in 1987 has overwhelmed the rise in long-term interest rates year to date." #

ABC, NBC both win as meters clash

(Continued from Page 1)

both came in first place during prime time for the week ended Sept. 6.

On Nielsen's people meter, ABC took first place with an 11 rating (percentage of TV homes) and a 21 share (percentage of sets in use). NBC came in second with a 10.9/20 and CBS trailed with a 10.1/19.

On NTI, however, NBC was first with an 11.9/22; ABC was second with a 10.9/20; and CBS finished third with a 10.5/19.

NBC also came in first on AGB, posting an 11.1/20. CBS came in second with a 9.7/17, and ABC was in last place with a 9.6/17.

But researchers said they were dismissing the first three days of AGB data because the system was plagued by start-up problems.

From Aug. 31 to Sept. 2, the first three days both services were up and running, Nielsen's ratings were generally higher—in some cases

by more than 3 ratings points—than AGB numbers for the same programs.

But by the fourth day of reporting, AGB's numbers were starting to look more like Nielsen's people-meter numbers. From Sept. 3 to 8, AGB's ratings were higher than Nielsen's for 26 of the 54 programs measured.

Both sets of people-meter ratings, however, on average remained slightly lower than NTI.

NBC, in particular, performed better on AGB than it did on Nielsen's people meter during that six-day period.

On Sept. 3, 5, 6 and 7, AGB people-meter numbers were higher than Nielsen's for all of NBC's programs those nights. For example, "The Cosby Show" on Sept. 3 posted a 23/39 on AGB, versus a 21.2/39 on Nielsen's people meter. On NTI, "Cosby" posted a 22.5/39.

At AGB, Barry Kaplan, vice president of sales and marketing, was hard-pressed to ex-

plain why NBC showed such an improvement on his service.

Bill Rubens, NBC's vice president of research, could not explain the windfall ratings from AGB, either.

"But I'm inclined to believe the AGB numbers because they are closer to NTI," Mr. Rubens said.

Mr. Kaplan said his system's numbers overall were higher than they were during the first three days of reporting because the ratings company was making an effort to keep track of station clearances and pre-emptions, working more closely with the networks.

Furthermore, he thought that ratings would continue to rise once the new season kicks off.

"Right now there are a lot of prime-time pre-emptions, as often happens right before the new season," Mr. Kaplan said.

For example, on Sept. 8, CBS's "Simon &

Simon" posted a dismal 4.6/8 on AGB.

"That number initially worried us, so we checked and found that the program only had 68 percent coverage. Many stations pre-empted for a Billy Graham special that night," Mr. Kaplan explained.

Nielsen last week also began cranking out people-meter data for other dayparts. AGB was expected to follow suit today.

Unlike in prime time, where people-meter ratings were generally lower than NTI's, in certain daytime races Nielsen's people-meter numbers were actually higher than NTI's numbers.

For example, in the early morning race, ABC's "Good Morning America" scored a 3.6/20 on the people meter vs. a 3.4/19 on NTI. Similarly, CBS's "Morning Program" scored a 2.2/11 on the people meter and a 1.8/10 on NTI.#

AT PRESS TIME CONTINUED

games, in the event of a players' strike on Sept. 22. The NFL owners voted last week to play the season with non-roster players if the NFL Players Association fails to reach an agreement with management.

● **NEW YORK**—CBS last week confirmed it has received a new inquiry from Sony Corp. of Japan to buy all or part of its **CBS Records** division. In a statement, the company said no negotiations are under way, but that the board "will consider and respond to Sony's inquiry in due course." The board last year rejected offers from Sony and other parties to acquire the unit for about \$1.25 billion.

● **NEW YORK**—The **National Association of Broadcast Employees and Technicians** will issue a request this week for unions representing other NBC employees to honor picket lines in its strike against the network as of Oct. 1. Meanwhile, CBS is asking executives and clerical workers to volunteer to train as technicians in anticipation of a possible strike against that network by the International Brotherhood of Electrical Workers on Sept. 30.

● **WASHINGTON**—The House telecommunications subcommittee has scheduled a hearing this Tuesday to consider the impact of the FCC's decision to abolish limits on the number of **ads offered on children's TV** programming. The hearing is also expected to consider the impact of the use of toys that interact with TV.

● **LONDON**—Recently escaped hostage **Charles Glass** last week told the London press he will not sell the story of his abduction by Lebanese radicals for dramatization on TV or in films, and that he has no plans at present to write a book about his experiences. He will write one article for a London newspaper about his captivity.

● **LOS ANGELES**—Playboy Video Corp. and Viacom Satellite Services will distribute **The Playboy Channel** pay TV service to backyard satellite dish owners beginning in early 1988. VSS, the retail marketing arm of Showtime/The Movie Channel, will add Playboy to an existing scrambled programming package that includes 15 other satellite-distributed cable networks.

● **SEATTLE**—Gannett-owned KHIT-FM has dropped its 3-year-old Contemporary Hit Radio format to become KNUA-FM, adopting "**New Age**" programming incorporating soft rock and light jazz.

● **ATLANTA**—CNN will profile a lawmaker each day over the next year, starting tomorrow, to commemorate the U.S. Constitution's bicentennial anniversary. Each segment is about two minutes in length.#

Raphael moves to ABC

(Continued from Page 1)

Ninety-five stations have signed up to carry Mr. Snyder's show, according to Maurice Tunick, vice president and director of ABC's Talkradio network.

ABC expects demand to be so high for both shows that they are being marketed as individual entities, rather than as part of ABC Talkradio, Mr. Tunick said.

Last week's signing of Ms. Raphael resulted in a mini-flurry of schedule changes at NBC's Talknet.

The network's overnight air personality, Neil Myers, was immediately named Ms. Raphael's permanent replacement weeknights from 10 p.m. to 1 a.m.

In addition, "The National Steve Allen Show," originally intended to air at 9 p.m. weeknights as a two-hour lead-in to the nightly "Larry King Show" on the Mutual Broadcasting System, has been moved to Talknet at 2 p.m.

That three-hour show is scheduled to premiere Oct. 12, NBC officials announced last week.

Ms. Raphael, whose NBC show was heard on nearly 300 affiliates, had been with the network since its inception in 1981. She said her Talknet contract expired last January, and talks with ABC and NBC had been ongoing since then.

She said she decided to sign with ABC because she and her manager couldn't come to an agreement with Westwood One, which has publicized its intention to turn a profit with the three NBC Radio networks through, among other things, aggressive cost-cutting.

"After Westwood came in, we couldn't do it," Ms. Raphael said.

Talknet and Westwood One officials portrayed Ms. Raphael's defection differently.

A statement from Westwood One President William Battison said Ms. Raphael's contract "was not assumed by Westwood One as part of the NBC Radio Network acquisition, and subsequent arrangements for her continuation on Talknet failed to materialize."

Talknet Program Director Dave Bartlett told ELECTRONIC MEDIA that a plan to replace Ms. Raphael with Mr. Myers had been "in the works for months."

At ABC, Networks President Aaron Daniels expressed satisfaction at the result of nine months of negotiations: "I know what it feels like to be pregnant. It was worth

the wait."

Terms of the new contract were not disclosed.

Ms. Raphael, whose Talknet show is one of the highest-rated programs on network radio, will continue as host of her daily TV talk show, which is syndicated by Multimedia Entertainment. The TV show begins a new season today.

While Ms. Raphael's defection to ABC was the most talked-about news of the convention, there were several other highlights.

In an opening address to convention participants, NAB President Edward Fritts urged radio broadcasters to let their legislative representatives know how they feel about several proposals wending their way through Congress that could have significant impact on station operators.

These include congressional codification of the fairness doctrine, a proposal to reduce the tax deductibility of advertising as a legitimate business expense and a proposal that would reduce broadcast ad rates for political candidates.

On the fairness doctrine, Mr. Fritts announced that the NAB will propose that Congress defer action on codification for 12 months so legislators can assess the effect of the doctrine's removal.

"We've lived without the fairness doctrine for over a month," Mr. Fritts said. "Guess what? The sky hasn't fallen and it won't. It probably won't take 12 months for Congress to realize the American public will be better served without the fairness doctrine hindering the free flow of journalism."

Radio broadcasters, Mr. Fritts warned, stand to lose \$400 million in ad revenues if the congressional proposal to reduce tax deductibility on ad expenses is passed.

"We need you to call members of the House Ways and Means and Senate Finance committees to oppose this legislation," Mr. Fritts said. "We must have a united front and a unified voice to be successful."

He said a proposal to reduce ad rates for candidates is outrageous.

"Campaigns may be too long. They may be too costly in many respects. But asking broadcasters to make up the difference, to . . . compromise the integrity of their rate structure, is outrageous," he declared.#

Finance boss resigns from King World

(Continued from Page 3)

Dolen agreed to dismiss a strong-armed robbery charge.

"If that (charge) had not been dismissed, we would have gone to trial," Mr. Sale told ELECTRONIC MEDIA. "There was no deal or plea bargain (with the prosecutor)—none whatsoever."

Mr. Solorzano has a separate civil suit pending against the King World official seeking unspecified damages.

The executive, whose attorneys had twice postponed a trial date, underwent a month-long treatment program for alcohol and drug abuse in Minneapolis last spring and is receiving follow-up treatment in New Jersey.

King World's board of directors issued a statement last week expressing satisfaction that Mr. King's "legal entanglements" have been "completely and positively resolved. He is on the job and working hard to successfully launch our new season."

A King World spokeswoman said the company was not involved in Mr. King's defense and regards the incident as a personal matter.#

Mass Media Bureau names new chief

(Continued from Page 3)

aware that Mr. McKinney will be a tough act to follow.

"I'm just going to try to do the best job I can, and I hope people don't try to draw a lot of comparisons between the two of us," he said.

Bill Johnson, deputy chief of the Mass Media Bureau, served as acting chief while Mr. Patrick sought a permanent replacement for Mr. McKinney.

There are those, even some at the FCC, who express concern about Mr. Felker's experience in broadcast issues.

Yet others say that Mr. Felker was exposed to a variety of mass media issues in a seven-year stint with the FCC Office of Plans and Policy.

Mr. Felker also is most closely identified with proposals aimed at permitting auctions of the radio spectrum to the highest bidder and letting licensees use their frequencies for any purpose they like. Those proposals, still pending in one form or another, have given some broadcasters fits.

"While broadcasters have been at odds with some of the ideas espoused by Lex (Mr. Felker), we still look forward to working with him to forward common goals," says Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters.#

Networks reduce coverage of the pope's second visit

(Continued from Page 2)

ister Eduard Shevardnadze on Tuesday. Also, celebrations of the 200th anniversary of the nation's Constitution are scheduled for Washington and Philadelphia on Wednesday and Thursday, with President Reagan's participation.

The exception among national news organizations is CNN, which did carry live highlights of the San Antonio Mass as part of its regular news programming Sunday.

But Ed Turner, executive vice president of CNN, pointed out that the importance of the pope's visit requires any news organization to exercise a fine line of perspective.

"Once the general audience has seen the pageantry and looked at the man, then the non-Catholic viewer begins to lose interest," he said.

Meanwhile, local coverage has been extensive, and will continue to

be in some locations. KENS-TV in San Antonio did carry the pope's Mass live, for example.

In Miami, George Case, executive vice president of New York's Times Square Studios, found a novel solution to one aspect of the problem as he oversaw WTVJ-TV's coverage.

Anticipating the snarled traffic conditions Wednesday, he hired a team of bicyclists, including two members of the U.S. national bicycling team, to ferry videotapes back to the studio for editing.

Local Florida TV stations covering the pope's Mass last Friday also had to deal with a major storm in Miami during the event.

Two unnamed cameramen in the news pool were struck by lightning, but survived.

In addition, WPLG-TV in Miami went blank during the middle of the mass when its microwave truck was struck by lightning as well.#

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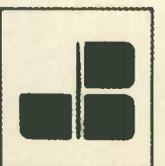
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