NEWSPAPER

Electronic Media

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OCTOBER 5, 1987

AT PRESS TIME

NFL-ESPN hearing set

WASHINGTON—A Senate subcommittee plans to hold a hearing tomorrow to examine possible antitrust implications of the NFL's TV rights deal with ESPN. Among those scheduled to testify are NFL Commissioner Pete Rozelle and William Grimes, president and chief executive officer of ESPN. Also, Sen. Arlen Specter, R-Pa., last week asked the Justice Department to review the relationship between ABC and ESPN.

Fla. ad tax repeal closer

TALLAHASSEE, FLA.—The Florida Senate last week passed a bill to repeal the state's controversial 5 percent tax on advertising and other services, while the Florida House passed a bill to revise it. A joint conference committee is scheduled today to begin developing a compromise bill. The Florida Association of Broadcasters said it is opti-

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'Star Trek' beams up viewers

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—"Star Trek: The Next Generation" invaded TV stations last week and early ratings indicate it packed a wallop.

Of the nine independent stations in A.C. Nielsen Co.'s overnight markets that aired the two-hour series pilot between Sept. 28 and 30, three won their slot, three came in second and three placed third.

That performance came despite the fact that six of the stations were UHF outlets, which are frequently trounced by stronger VHF network affiliates.

In Chicago, for example, home of three network-owned VHF stations as well as strong independents owned by Tribune Broadcasting and Fox Broadcasting Co., "Star Trek" gave WPWR, Channel 50, an 11.1 rating (percentage of all TV homes) and a 17 share (percentage of sets in use), good enough for third place in the nation's third largest TV market.

The most successful outing was on independent KCOP-TV in Los Angeles, which beat all its competition, network stations included, with a 21.2/29, the highest ratings ever recorded by the station.

Paramount Pictures, which produced and distributed "Star Trek: The Next Generation," said in a press release that the nine stations for which "Trek" ratings were available had scored, on average, numbers

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Staff photo by Arnie Adler

Geraldo Rivera wins with viewers in spite of critics

By RICHARD MAHLER
Los Angeles bureau chief

Geraldo Rivera may yet get the last laugh on the TV critics who have ridiculed him ever since "The Mystery of Al Capone's Vaults" 18 months ago.

Despite the slings of outraged pundits, Mr. Rivera is now winning viewers and raves from station executives for his new talk show, "Geraldo!"

"He's a syndication superstar," declares Steve Bell, senior vice president and general manager of KTLA-TV in Los An-

(Continued on Page 41)

Narrowcast cable services multiplying

By JANET STILSON
Staff reporter

NEW YORK—Two new cable networks launch this month, bringing to at least 10 the number of new national cable services begun this year or under consideration.

Many of these new services will be on display this week at the Atlantic Cable Show in Atlantic City, N.J., and all are tightly focused, in a virtual narrowcasting mode.

For example, the two networks launching this month are The Fashion Channel (on Oct. 1) and the J.C. Penney Co.-backed Shop Television Network (on Oct. 16).

Also in the works are another Penney-sponsored shop-at-home network, Telaction; a Baltimore-based service previewing cable programing called Preview; and a 24-hour health and fitness channel dubbed You TV.

In addition, the Lifetime cable television network is contemplating a spinoff service for medical professionals, its officials say.

These upcoming efforts follow on the heels of such earlier 1987 launches as Time Inc.'s Festival pay

(Continued on Page 43)

L.A. quake makes broadcasters shake

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—As an earthquake hit Los Angeles last Thursday, KNBC-TV news anchor Kent Shocknek apologized to viewers "for the theatrics" and ducked under his desk.

For the most part, broadcasters reacted quickly and calmly to the major quake that struck this city at

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INSIDE:

24 No laughing matter
The four men who provide 99 percent of TV's canned laughter are secretive about the process.

8 Shock radio fallout
A Milwaukee radio team was suspended without pay for its on-air antics that made six sponsors drop their advertising.

16 NATPE space selling apace
Exhibition space for the 1988 National Association of Television Program Executives conference is selling briskly.

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NEWS SUMMARY

At least 10 new national cable services have begun this year or are in the works. Two new services that are being launched this month are The Fashion Channel and the J.C. Penney Co.-backed Shop Television Network. (Page 1)

Geraldo Rivera hasn't always been a big hit with television critics, but he does have a knack for winning over viewers, as attested by the reaction to his new syndicated talk show, "Geraldo!" (Page 1)

The new first-run syndicated "Star Trek: The Next Generation" compiled impressive ratings in several markets, including Los Angeles, Chicago, Denver and Miami. (Page 1)

Broadcasters in Los Angeles reacted quickly and calmly to the earthquake that hit the area last Thursday morning. CNN was the first national network to hit the air with news of the earthquake. (Page 1)

George Gillett Jr.'s proposed $650 million acquisition of six Storer TV stations has hit a major snag, just a few days before the acquisition was to close. (Page 2)

The CBS board has deferred action on the sale of its records division to Sony Corp. for more than $2 billion. The board will determine the fate of the records unit at a special Oct. 14 meeting. (Page 2)

Humana Inc. failed in its court battle to keep last week's "St. Elsewhere" off the air for trademark violations, but the hospital chain is planning further legal action this week. (Page 3)

MCA TV is considering relaunching "Miami Vice" in syndication as an all-barter show. The show was pulled from the market last winter after it was offered as an all-cash deal. (Page 3)

Several major advertisers, including Ford and Chrysler, pulled their ads from the first weekend of NFL "scab games." (Page 3)

The growth of pay-per-view cable continues to accelerate, with predictions of $100 million in revenues by 1988, up $60 million in two years. (Page 3)

A new high-definition television system that could be transmitted on existing channel allotments was announced by NBC last week. (Page 4)

A proposal that would require broadcasters to pay the government annually for the use of their frequencies is being considered by the Senate Commerce Committee. (Page 4)

A morning radio team on WQFM-FM in Milwaukee has been suspended without pay for on-air antics that have driven away at least six advertisers. (Page 8)

Taft Broadcasting and FMI Financial Corp. officials are targeting tomorrow as the completion date for their $1.4 billion merger, which was approved by Taft shareholders last week. (Page 16)

Exhibition space is selling briskly for the 1988 NATPE conference in Houston, which may be an indication of a good year ahead in the TV syndication business. (Page 16)

Lorimar Telepictures has agreed to sell its three network-affiliated TV stations to Goltrin Communications. (Page 16)

NBC News President Larry Grossman has suggested major changes in the Corporation for Public Broadcasting, including the slashing of its staff. (Page 20)

Ahmad Rashad and Pat Mitchell will host "The Family Show," a one-hour syndicated daily strip to be distributed by Hal Roach Studios for fall 1988. (Page 20)

Buena Vista Television has signed an agreement with New York's WABC-TV to syndicate the station's "The Morning Show," hosted by Regis Philbin and Kathie Lee Gifford. (Page 20)

The Wireless Cable Association met in Washington last week to discuss ways to fight what they perceive as unfair competition from conventional cable TV operators. (Page 25)

TV evangelist Pat Robertson has resigned as chairman of the Christian Broadcasting Network to pursue the Republican presidential nomination. (Page 28)

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Gillett's Storer TV buy hits roadblock at FCC

By DOUG HALONEN
Staff reporter

WASHINGTON—Group broadcaster George Gillett Jr.'s proposed $650 million buy into Storer's TV stations hit a major snag here last week, just days before the acquisition was scheduled to close.

Sources said the commissioners of the Federal Communications Commission have bowed to congressional pressure and agreed to reconsider action by agency staff approving the deal.

House Telecommunications Subcommittee Chairman Ed Markey, D-Mass., and seven other congressmen asked the FCC last week to derail the sale due to concerns that Mr. Gillett would violate the agency's station ownership restrictions.

The congressmen expressed concern that Mr. Gillett may have retained "effective control" of five TV stations he spun off earlier this year to make room in his station portfolio to buy a controlling interest in six Storer stations.

GEORGE GILLETT JR.
Draws congressional objections

FCC rules generally limit a single firm to a total of 12 TV stations, and Mr. Gillett already had 11.

Mr. Gillett is one of three trustees of a family trust that now owns the five former Gillett stations jointly with Busse Broadcasting.

Because Mr. Gillett already had six TV stations after the spinoff, his effective control of his five former stations through a trust, plus the six Storer stations, would be "well in excess of the 12-station limitation," the congressmen said in their letter.

Vincent Pepper, Mr. Gillett's Washington communications counsel, said he believed the FCC staff's original approval of the deal had been "entirely proper."

Mr. Pepper didn't think the review by the FCC commissioners would derail the deal or its closing, which he said the parties had planned for shortly after Oct. 15.

"I assume the FCC will undertake its review very quickly," Mr. Pepper said.

Rep. Markey and other congressmen have often stressed that the station ownership rules need to be upheld.#

CBS defers action on records sale

By DIANE MERMIGAS
Senior reporter

The CBS board last week deferred action on the sale of its record unit to Sony Corp. for more than $2 billion, but will consider selling all or part of the division to shareholders.

The board said it will determine the fate of CBS Records at its regularly scheduled Oct. 14 meeting.

Walter Yetnikoff, CBS Records president, who talked to the board last week, is likely to be part of any deal made to sell the unit.

A high-level CBS source said no other formal offers for the records unit are being considered but that others could yet be submitted. It is also possible Sony could increase its offer.

By selling all or part of the records group to its shareholders, CBS could avoid paying an estimated $600 million in taxes it would incur by selling the unit to another buyer.

William Paley, CBS founder and chairman, who has headed a board faction opposed to selling the records unit, is said to be willing to consider spinning off the division to shareholders, a move in which money wouldn't change hands.

Such an arrangement would enable Mr. Paley to retain the same 8 percent interest in records that he currently holds in CBS Inc. Also, he likely would be named chairman of the records venture, high-level CBS sources said.

Insiders say a sale also could create heavy tax ramifications for Laurence Tisch, CBS chief executive officer, who has led the charge to sell the records unit.

High-level CBS sources said the CBS board remains divided over the issue of whether to sell the records unit at all.

Last week, CBS completed the sale of its magazine division to a management-led group for $650 million, boosting the company's total cash reserves to well over $2 billion.

Although there has been growing Wall Street speculation that Mr. Tisch eventually will seek to merge CBS and Loews, CBS officials last week said that no such plan is being considered.#

CORRECTION

Sky Broadcasting's purchase of Chicago's WBMX-FM (Page 40, Sept. 28) did not involve WBMX-AM. ELECTRONIC MEDIA was provided incorrect information.

'Dolly' strives to retain ratings

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—ABC's "Dolly" got off to a solid ratings start in its premiere, but the question of the ratings race late last week was whether viewers would return for the second show.

"Dolly," the variety hour hosted by Dolly Parton, was one of several ABC shows that got off to strong starts, though the network overall was topped by returning champion NBC as well as CBS for the week ended Sept. 27.

ABC's growth appears to be at the expense of CBS, because NBC continues to dominate the trio with its powerful slate of returning hits.

According to national ratings from A.C. Nielsen Co., "Dolly" was the highest-rated show for Sunday, Sept. 27, with an average 24.7 rating (percentage of TV homes) and a 38 share (percentage of sets in use). That earned the ABC variety series a fifth-place ranking overall for the week ending that night.

Yet "Dolly's" premiere wasn't enough for ABC to win the night. ABC averaged a 15.4/26, behind a 17.8/30 for CBS and NBC's 16.5/27.

Last week, ABC also lost Monday night to NBC, but maintained its hold on Tuesday and Wednesday.

Ratings for Thursday and Friday weren't available at press time Friday.

NBC won Monday night with an average 20/31, bolstered by the strength of its made-for-TV movie, "Assault and Matrimony," which earned a 20.2/32, and "ALF," the night's highest-rated show with a 20.3/32. CBS was second with a 13.9/22, beating ABC's 13.2/21.

ABC easily took Tuesday with an average 22.6/37, beating NBC's 15/25 and CBS's 9.5/16. ABC's "Growing Pains" was the highest-rated Tuesday show with a 26.5/41.

ABC won by a smaller margin on Wednesday night with a 16/27, followed by NBC and CBS's tie at 13.2/22. ABC's "Hooperman," with a 17.5/28, was the night's highest-rated show for the second week in a row.

For the week ended Sept. 27, NBC came out on top overall with an average 16.5/29, beating CBS's 14.6/25 and ABC's 14.2/24.

On Sunday night, the duel between CBS's "Murder, She Wrote" and NBC's "Family Ties" and "My Two Dads" continued, but CBS came out on top. "Murder" earned a 20.4/32, topping the NBC shows' 19.6/31 average.

On Thursday, Sept. 24, NBC's "The Cosby Show" and "A Different World" duo came in first and second in the weekly rankings with a 31.5/51 and 31.3/49, respectively.

"A Different World" was the highest-rated new series of the week.

CBS's "Tour of Duty" was beaten squarely by the NBC combination that night, earning a 10.6/17 in its first outing.#

World Radio History

C's Grossman stirs public broad ting debate

By ROBERT HOMAN
Staff reporter

WASHINGTON—Public broadcasting is on the defensive again, this time because of a network executive it formerly called its own.

At issue is a recent speech in which NBC News President Larry Grossman suggested that the staff of the Corporation for Public Broadcasting be slashed from about 100 to just its board and a few auditors.

Mr. Grossman, who served as Public Broadcasting Service president from 1976 to 1984, also said federal money for public TV should no longer be used to support local stations.

Instead, it should go toward improving the system's national programing, he said.

After the speech, which was made at a Southern Educational Communications Association conference, public TV executives suggested that Mr. Grossman had forgotten his public TV roots.

"He ought to pay attention to NBC News and the NBC strike and stay out of public broadcasting," said CPB Acting Chairman Howard Gutin.

Responded Mr. Grossman: "I was invited by SECA to give my views, and I was happy to come because I care a lot."

His theory is that a re-targeting of resources would be the best way to improve public broadcasting.

The Grossman speech came as the CPB board was preparing for some soul-searching over various matters during a retreat that was to be held yesterday. Board member Dan Brenner said he wanted to discuss whether the CPB should exist at all.

In defense of the CPB's current budgetary process, corporation President Donald Ledwig told the SECA audience that public TV's federal appropriations need more scrutiny than a few auditors could provide.

"What would CPB say when it went before Congress under this proposed scheme—'Please give us $200 million, and we will send you a report in five years to tell you what we did with it?' " Mr. Ledwig asked.

The CPB was created by Congress to act as a buffer between the federal government and public broadcasters in order to keep politics out of programing decisions.

But some critics charge that the CPB has grown much larger than it needs to be to perform its function of funneling federal money to the stations.

"The Ford Foundation gave away scores of millions of dollars with only a few people," said Rick Breitenfeld, president of public station WHYY-TV in Philadelphia.

A CPB spokesman said the corporation spends about 4 percent of its federal appropriations on administration, including rent and salaries.

Out of appropriations of $214 million in fiscal year 1988, CPB will distribute $142 million to radio and TV stations, according to CPB.

Of the remainder, $50 million is distributed for national programing, about $9 million is spent on running CPB and more than $12 million is spent for music royalties, TV interconnection and satellite fees and services such as programing research and management consulting, a spokesman said.

Anthony Tiano, president and general manager of public station KQED-TV in San Francisco, said he's not sure taxpayers from one area of the country should have to pay for local public TV programing in other areas.

Yet Randall Feldman, president and general manager of public station KMBH-TV in Harlingen, Texas, said his station would "go off the air" if it were denied federal funds.

Elwin Basquin, president and general manager of public station WTVP-TV in Peoria, Ill., said major-market public TV stations, which produce most national programing, favor redirecting all federal funds into national programing because they would get the money.

"I would fight it all the way," he said.

But William McCarter, president of public station WTTW-TV in Chicago, a major producer of national public TV programing, said even if all federal money was allocated to national programing, his station would not reap a windfall.#

World Radio History

IN BOSTON, OCTOBER 1987.

The Unanimous Declaration of Independents of the New England States

Often in the course of human events it becomes necessary for television viewers to dissolve the bonds that have enslaved them to the mundane, and to seek a separate and unequated station that offers something different.

We hold these truths to be self evident. That all viewers are not created equal. That they are endowed with the unalienable right to pursue, at liberty, the happiness of alternative programming.

And that pursuit has led these viewers to WSBK... and made us BOSTON'S #1* INDEPENDENT AND NEW ENGLAND'S SUPER STATION.

Oscar Madison
Felix Unger
Ralph Kramden
The Movie Loft
The Boston Bruins

TV38
WSBK BOSTON

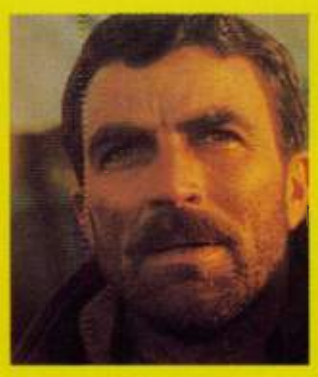
Diane Chambers
Sam Malone
Barney Miller
Hawkeye Pierce

George Jefferson
Alex P. Keaton
Scrooge McDuck
Dick Van Dyke
Alfred Hitchcock
The Boston Red Sox

Source: Nielsen; July 1987
Saturday to Sunday, sign-on to sign-off.

World Radio History

PROUDLY PRESENTS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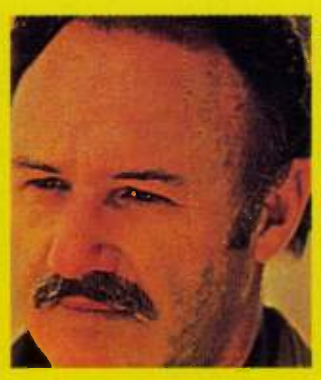
Liza Minnelli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Jane Seymour

Kris Kristofferson

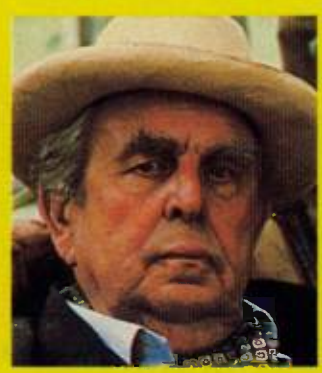
Art Carney

Michael Keaton

Donald Sutherland

Margot Kidder

Peter Fonda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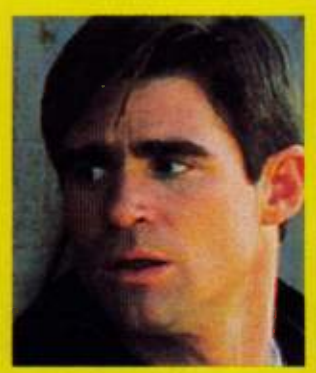
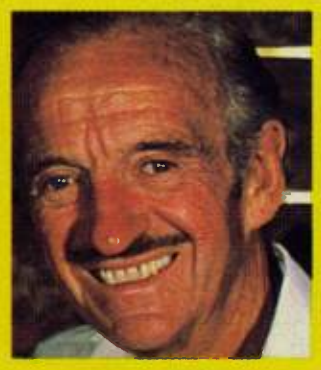

Treat Williams

Brian Dennehy

Barry Bostwick


David Niven

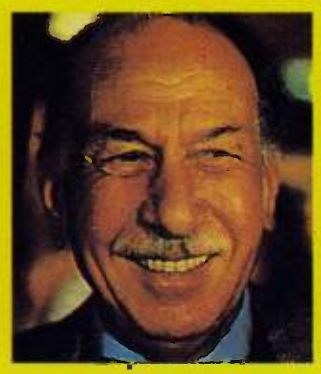
Ann-Margret

Lauren Hutton

Ellen Burstyn

Valerie Bertinelli

Ally Sheedy


Jose Ferrer

Klaus Maria Brandauer

Amy Madigan

Bob Hoskins

16 Great Stars In Prime Time Motion Pictures

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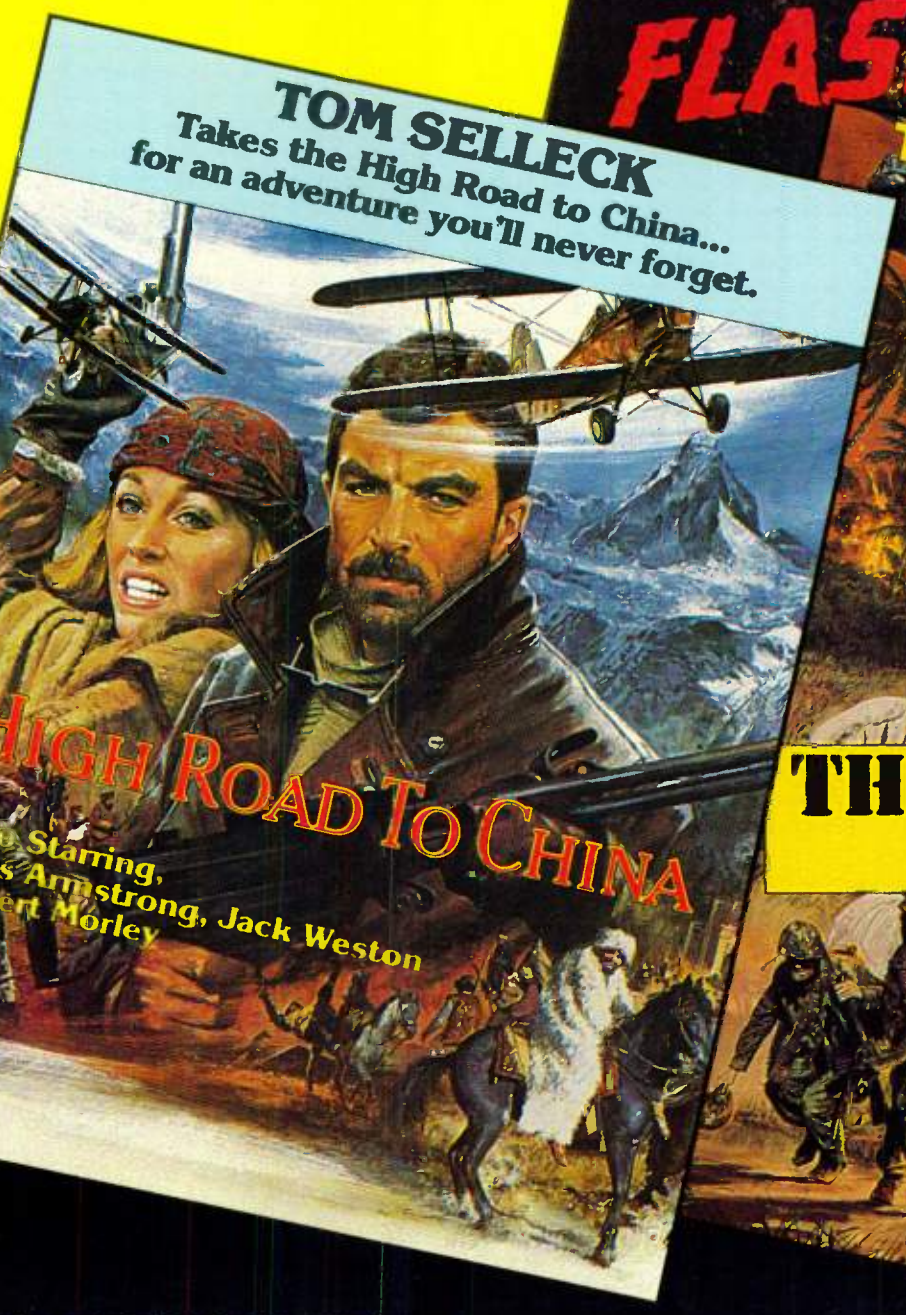
- **Theatrical Films**
- **First-Run TV Premieres**
- **Action Packed**



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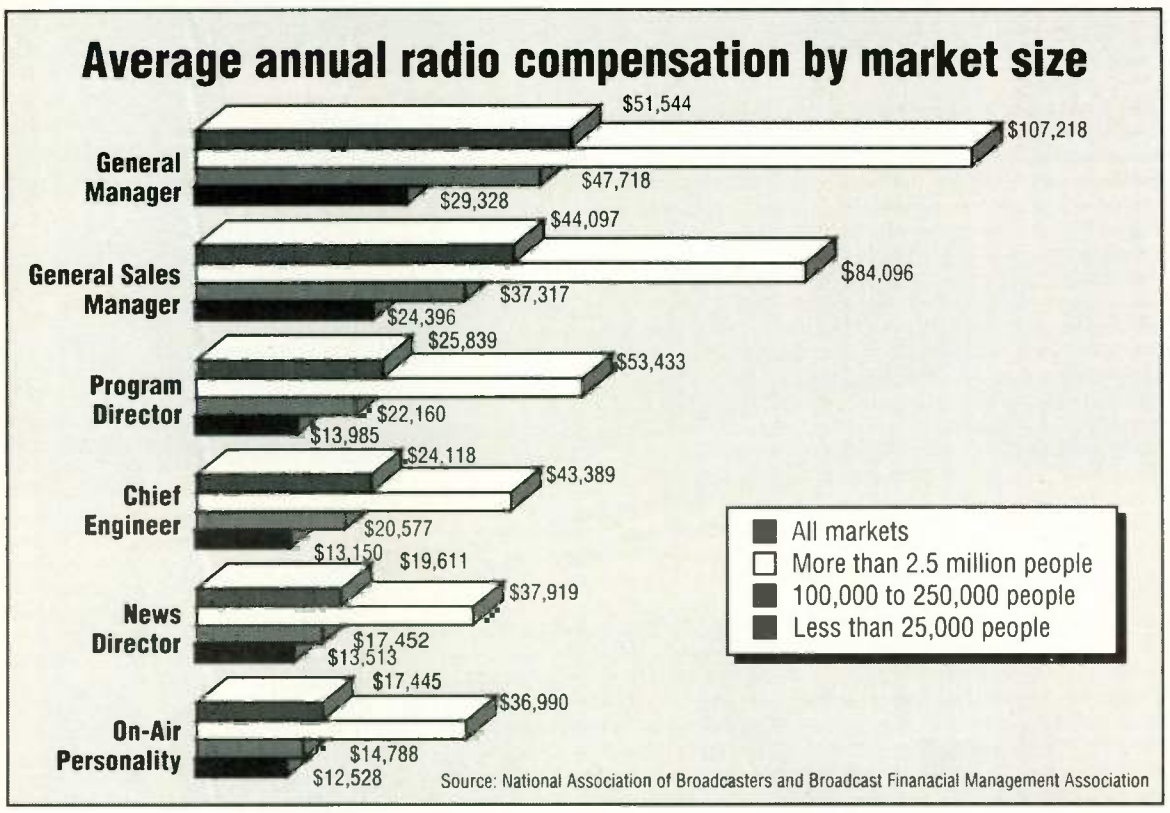

Salaries in radio

Study shows disparities by market size

By ADAM BUCKMAN
Staff reporter

While big-name radio personalities such as New York's Howard Stern may command salaries of $1 million per year, the average annual salary for a major-market radio host is more like $37,000, a new survey shows.

The study, "The 1987 Radio Employee Compensation and Fringe Benefits Report," was released last week by the National Association of Broadcasters in Washington and the Broadcast Financial Management Association in Des Plaines, Ill.

About 2,000 radio stations responded to the compensation survey, which was sent to all of the nation's 8,837 radio stations on the air last May, the NAB said.

With a relatively low response rate of 23.5 percent, the NAB said "care should be taken when interpreting the data."

But, said NAB Radio Board Chairman Jerry Lyman: "The figures give station management a general idea of compensation being paid in the various markets."

According to the survey, the average base salary for a general manager at a station located in a market with a population of 2.5 million or more is $90,385 with an average year-end bonus of $16,833.

Average base salaries for other department heads in the same sized market include $42,585 for a chief engineer, $51,588 for a program director, $37,540 for a news director and $31,295 for a promotion director.

On-air personalities in the same market receive an annual average salary of $36,990. News reporters are paid $33,339 and sports reporters receive $44,312.

Among sales personnel in the biggest markets, a general sales manager averages $84,096 per year, a local sales manager can expect $73,249 and a national sales manager can receive $69,733. Average annual compensation for account executives is $44,020.

But in markets with populations between 25,000 and 50,000, a general manager can expect to earn an average base salary of $29,720 with an average bonus of $2,577.

Chief engineers in those small markets average $15,015; program directors, $15,285; news directors, $14,710; and promotion directors, $16,320.

Average salaries for other staff members in small markets include $12,449 for an on-air personality, $11,153 for a news reporter and $8,508 for a sports reporter.

In the sales department, general sales managers receive an average of $27,628, local sales managers get $22,476 and account executives can expect $16,926.

The NAB's report has 34 tables of compensation for AM and FM stations in markets of all sizes. Besides market size, some of the tables base their compensation averages on the size of a station's revenue.

The report is available from the NAB at a cost of $40 for NAB members and $80 for non-members.#

NATPE exhibit space is selling at rapid pace

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—Exhibition space is selling briskly for the 1988 National Association of Television Program Executives conference, a possible harbinger of a good year ahead for the TV syndication business.

And although it's early, NATPE organizers are guessing that the 1988 conference, to be held Feb. 25 to 29 in Houston, could attract a record 8,000 participants, up from 1987's 7,800 in New Orleans.

So far this year, 190 companies have purchased 225,000 square feet of exhibition space, about 25,000 more square feet of space than the total amount bought by 259 firms for last year's NATPE convention.

NATPE Executive Director Phil Corvo says exhibition space in Houston's George R. Brown Convention Center has been selling faster than expected.

Exhibit space in the Brown center is selling for $6 per square foot. Last year, it was $6 per square foot for some established customers and $8 per square foot for others.

As of last week, NATPE had 20,000 square feet still available, though Mr. Corvo declined to predict whether the space would sell out.

NATPE officials attribute the surge to a bullish advertising climate and continued consolidation within the syndication industry.

"Everyone (in the creative community) sees the success of King World, and they want to get in on it," says Mr. Corvo. "Stations have rebounded, and fourth-quarter advertising looks very good.

"People at stations have loosened up and started buying product again. This is the kind of cycle we've gone through many times in the past."

Mr. Corvo says he believes the entry of major network players, including Grant Tinker, Steve Friedman, Susan Winston and Joan Lunden, has given first-run programing new credibility among both affiliates and independents.

KATHARINE GRAHAM
Keynote speaker

This year's convention doesn't bear a theme or slogan, other than it being NATPE's 25th anniversary.

Some of the biggest past and present names in television will headline panels at the conference.

For example, talk show host Phil Donahue is scheduled to moderate a general session on Feb. 28, during which network programing gurus of 1963 will reflect on "TV Yesterday, Today and Tomorrow."

Mr. Tinker, Mike Dann and Edgar Sherick—former entertainment executives from NBC, CBS and ABC, respectively—participated in a similar panel during the first NATPE convention 25 years ago.

Mr. Corvo is seeking commitments from the current network entertainment presidents for the same session, along with representatives from Fox Broadcasting Co. and various cable services. Jim Lutton, program director at WFSB-TV in Hartford, Conn., is producing the panel discussion.

(Continued on Page 33)

Taft Broadcasting buyout approved by shareholders

By DIANE MERMIGAS
Senior reporter

Officials of Taft Broadcasting and FMI Financial Corp. last week were targeting tomorrow for completion of their merger.

Although the merger was approved by Taft shareholders during a special meeting last week, at press time, the $1.4 billion transaction still awaited approval from the Federal Communications Commission.

Sources close to Carl Lindner, the Cincinnati investor who heads FMI, said he has lined up the necessary financing for the deal and was prepared to complete the deal upon FCC approval.

FMI is a subsidiary of Mr. Lindner's American Financial Corp. Taft would be its first broadcast-related interest.

After the merger, FMI will be renamed Great American Communications.

The merger will be financed primarily through $650 million in bank debt and $543 million in debt securities. Following last week's shareholder meeting, FMI began selling some of those debt securities.

Sources say FMI is considering selling its interests in food processing and insurance businesses, possibly to an American Financial affiliate, to help reduce the bank debt.

Stockholders will receive $157 in cash for each of their common shares of Taft, or $144 in cash plus one share of FMI Financial Corp., the subsidiary that will oversee Taft.

The name Taft Broadcasting will be used solely by Dudley Taft, the company's vice chairman and a member of the founding family, as he develops a new autonomous broadcast concern of his own.

At last week's meeting, Taft chairman Charles Mechem, in prepared remarks to shareholders, denied that any major management changes are afoot or that the sale of company assets are planned.

"It is not the end of our company, but it's continuation in a different form," he said.

Although Taft officials earlier this year considered selling off all or part of the company's entertainment group, it is believed that Mr. Lindner would like to retain that unit.#

Lorimar Telepictures to sell three network TV stations

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—Lorimar Telepictures Corp. last week agreed to sell its three network-affiliated TV stations as part of its effort to concentrate solely on entertainment.

As expected, Lorimar has entered a definitive agreement to sell the three stations to Goltrin Communications, a recently formed company headed by a Lorimar executive, for $23 million. The stations are KMID-TV in Midland-Odessa, Texas; KSPR-TV in Springfield, Mo.; and KCPM-TV in Chico-Redding, Calif.

Lorimar Chairman Merv Adelson said the sale continues the company's focus on returning to its core entertainment business in the TV, motion picture and home video fields.

In June, Lorimar announced it would sell its six TV stations, including three network affiliates and three independents, and its magazine publishing and advertising businesses.

At that time, an agreement in principle had been reached to sell the three network affiliates to Joseph Goldfarb, who's currently a member of the office of the president, Lorimar Broadcast Group.

The transaction for the three stations is expected to close in about three to six months. When the deal is final, Mr. Goldfarb will resign his position with Lorimar to assume his post as president of Goltrin Communications.

The purchase marks the first acquisition for the new company, which was started in July as a privately held company.

The only properties Lorimar is still negotiating to sell are the three independent TV stations and its interest in US magazine, a Lorimar spokeswoman said.

Lorimar's independents are WPGH-TV in Pittsburgh; WCII-TV in San Juan, Puerto Rico; and WSUR-TV in Ponce, Puerto Rico.#

World Radio History

SHHHH!

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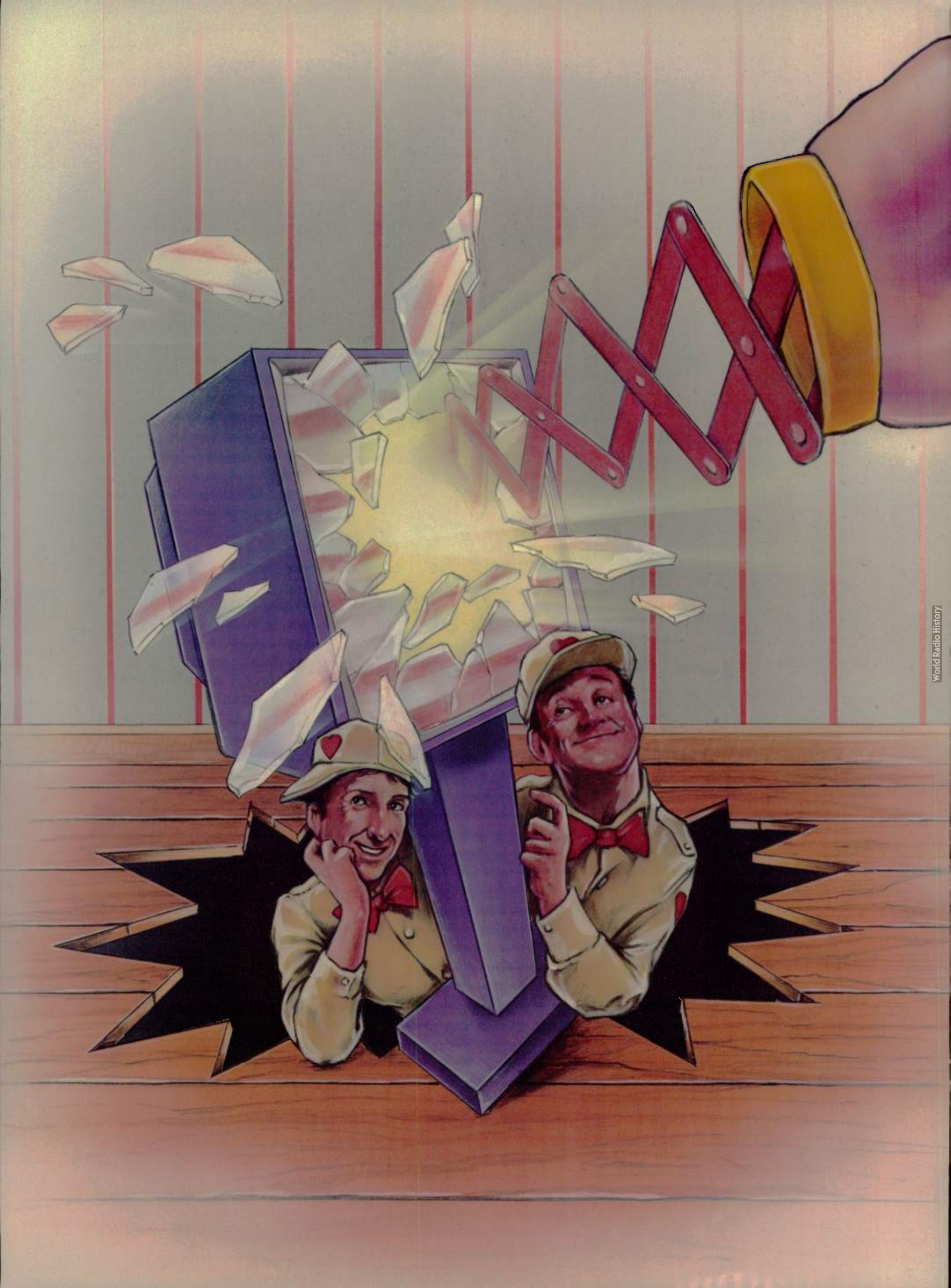
LET'S SNEAK UP ON THEM.

AND JUST WHEN THEY LEAST EXPECT IT...

LET'S GIVE THEM A...

World Radio History



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World Radio History

TV stations renew music license fight

By DOUG HALONEN
Staff reporter

WASHINGTON—Negotiations to reform the TV music licensing process apparently have failed, prompting the broadcasting industry to return to Capitol Hill for relief.

Broadcasters last week vowed to renew their legislative drive to reform the way TV stations pay for the rights to music in syndicated shows.

The All-Industry TV Music License Committee, which has been leading the charge, contended that a year-long effort to negotiate a compromise with music licensing organizations has been a waste of time.

The committee has long advocated licensing reforms to enable television stations to pay for the music they use in each syndicated show.

Currently, stations pay a blanket fee for all the tunes in the repetoires of the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

But ASCAP and BMI are vehemently opposed to the reforms, which broadcasters say would make it cheaper for them to do business.

In a statement last week, Les Arries, chairman of the TV committee, said ASCAP had been unwilling in negotiations to move toward the type of "structural reform" broadcasters had in mind.

"Sadly, we can only conclude that ASCAP's primary purpose in agreeing to negotiate with us was first to becloud and then torpedo broadcaster efforts in Congress to achieve structural reform in the copyright law," Mr. Arries said.

Responded Morton Gould, ASCAP president, "We regret that the local TV broadcasters have broken off negotiations. We at ASCAP always prefer to negotiate rather than litigate."

Legislation that would achieve broadcasters' ends is pending in both chambers of Congress.

But it's unclear whether this year's effort will fare any better than the one that fell short in the previous congressional session.

An aide to Sen. Dennis DeConcini, D-Ariz., chairman of the Senate copyright subcommittee, said the senator hoped to hold hearings soon.

However, Bruce Lehman, legislative counsel to the all-industry committee, said Rep. Bob Kastenmeier, D-Wis., chairman of the House copyright subcommittee, has indicated that he does not want to take up music licensing this year.

The music reforms also have been opposed by a number of Hollywood film studios, which receive music royalties for the tunes they compose.#

Look who's talking:

Ahmad Rashad and Pat Mitchell

Offering by Hal Roach to focus on families

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—Another hat was tossed into the talk show ring last week with the unveiling of "The Family Show."

The one-hour daily strip syndicated program will highlight three families per show. Features will include home movies, family albums and visits with famous families.

Ahmad Rashad, the sportscaster and former NFL football star, and Pat Mitchell, a regular contributor on NBC's "Today" and a substitute for co-host Jane Pauley, have been lined up as co-hosts.

Hal Roach Studios will distribute the series when it enters the marketplace in fall 1988. Hal Roach will sell "The Family Show" on a cash-barter basis, but the split hasn't been determined yet.

It's being produced by Josephson Communications and Mitchell-Muldoon Productions, in association with Robert Halmi Productions.

" 'The Family Show' is daytime television's answer to the warm, funny and positive aspects of such prime-time programs as 'The Cosby Show' and 'Family Ties,' " says Mort Marcus, president of Los Angeles-based Hal Roach Telecommunications. "We analyzed the daytime market to see what was needed as a new format, and found there was room for an upbeat show, a show that directly challenges the negative and overly exploited attitude of other talk shows."

The program, which will be taped before a live audience, will explore the real-life comedies and dramas inherent in families.

Ms. Mitchell, who co-created the program, earlier had co-hosted "Hour Magazine" with Gary Collins before leaving in 1983 to create and host the nationally syndicated "Woman to Woman." Her bimonthly segments on "Today" are titled "Woman to Woman on Today." Mr. Rashad is in his fifth year on NBC's "NFL Live" program and is also a regular contributor on the network's "SportsWorld." He also serves as a sports feature correspondent for "Entertainment Tonight."#

World Radio History

Regis Philbin and Kathie Lee Gifford

New York talk show to go into syndication

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—Buena Vista Television has signed an agreement with WABC-TV in New York to nationally syndicate the station's locally produced "The Morning Show."

The weekday show, which will be renamed so that it can play in other time periods, will continue to be hosted by New York talent Regis Philbin and Kathie Lee Gifford.

The distributors plan to offer it on a cash-plus-barter basis, beginning in fall 1988.

Under his new contract with Buena Vista, Mr. Philbin will no longer host "Regis Philbin's Life Styles" on the Lifetime Cable Network.

Robert Jacquemin, senior vice president of Buena Vista Television, said that although the show will be competing against many strips in daytime next fall, he is nevertheless upbeat about its propects.

"This show has a long track record of working," said Mr. Jacquemin. He claims that over the past decade, Mr. Philbin has achieved a level of success that few TV personalities have had.

"This is one of those rare opportunities when stations can buy a proven commodity rather than make a speculative purchase based solely on seeing a pilot," Mr. Jacquemin said.

On WABC, "The Morning Show" had grown from a 10 share (percentage of TV sets in use) to a 29 share during the 1986-87 season, making it the winner in its time period.

When Mr. Philbin appeared earlier on KABC-TV from 1979 to 1982, he also won the time period, showing an increase from a 22 share to a 29 share. Mr. Jacquemin is hoping the show will generate a 4 to 5 national rating (percentage of TV homes).

Brooke Bailey Johnson, program director at WABC-TV, said she hopes that Buena Vista can do for Regis Philbin what King World did for Oprah Winfrey.#

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Steve Allen has done—and is still doing—it all. Creator of "The Tonight Show," mastermind of PBS' award-winning "Meeting of Minds" and star of more than 20 comedy/variety series, he has never been off the air for more than a few weeks at a time.

A talented comedian, composer and writer, the TV Academy's Hall of Fame member also makes time for other projects—sometimes as many as 50 at once. At last count he had authored 28 books, written more than 4,000 songs and recorded 40 albums.

Join Steve Allen and Jayne Meadows in this special salute co-sponsored by Chicago's new Museum of Broadcast Communications and *Electronic Media*. The event is the first in a series of annual salutes to honor great broadcasters with Midwestern roots.

DATE: Saturday, October 24, 1987

PLACE: Hotel Nikko Chicago
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TIME: 6:30 p.m.—Cocktails
7:30 p.m.—Dinner & Dancing to the Dick Marx Orchestra
9:00 p.m.—Program

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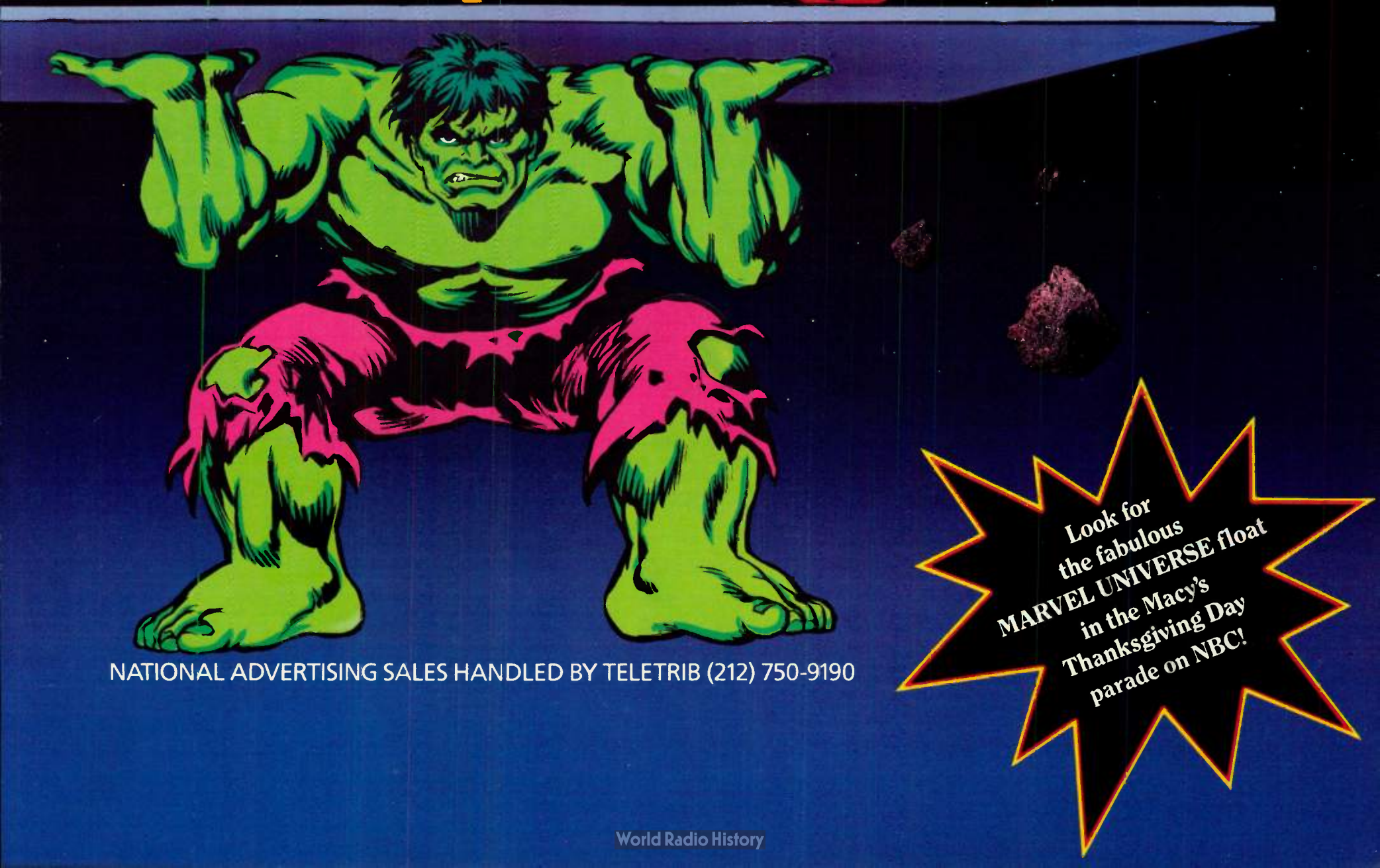

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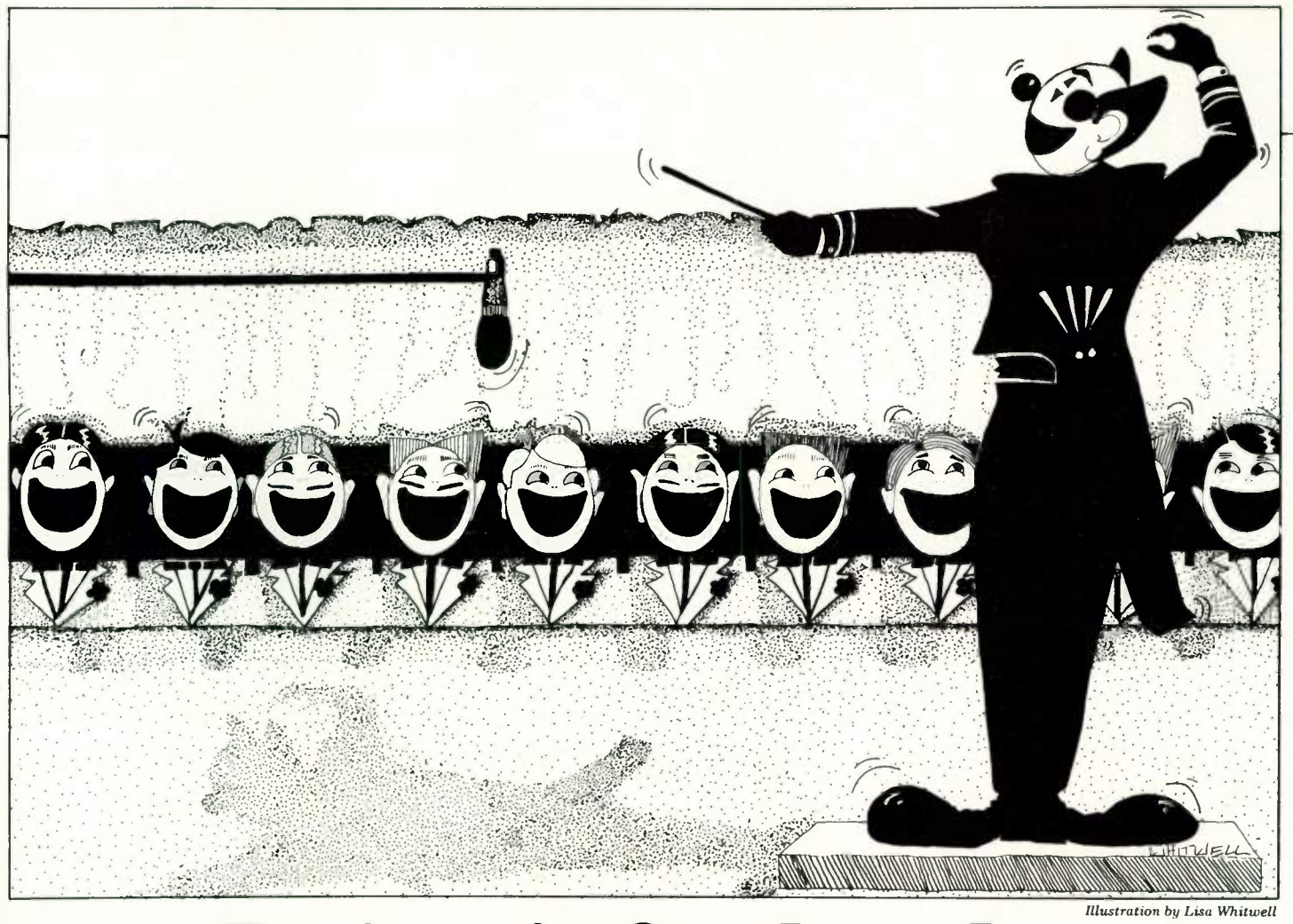

Illustration by Lisa Whitwell

Doing it for laughs

Foursome provides TV with canned laughter

By WILLIAM MAHONEY
Staff reporter

HOLLYWOOD—Back in the early days of live television, a comedy punch line that didn't elicit any response from the studio audience couldn't be edited out later.

So a TV pioneer named Charlie Douglass invented something called "The Laugh Box" to add recorded laughter to the program.

Thirty-five years later, a modified version of Mr. Douglass' invention is still used by his son, Bob, and three other men who collectively provide 99 percent of TV's canned laughter.

While the networks do a little in-house "audience augmentation," or "audio sweetening" as it's also called, most of the laugh-track work is carried out by two tiny companies here.

Mr. Douglass is owner-operator of Northridge Electronics. The other three men in the business work at Sound One, which was formed by John Pratt, a former employee of Laugh Box inventor Charlie Douglass.

Mr. Pratt worked for Mr. Douglass for 20 years before breaking away in 1978 to form Sound One. The company is now run by Mr. Pratt's brother, Carroll, who employs two helpers, Craig Porter and Rick Himot.

The two companies don't overtly compete or advertise their services. They gain all of their business by word of mouth.

"Of the four of us, each one has a different technique," Mr. Douglass says.

The experts refer to each other as "the laugh men." When their three-month busy season starts as production picks up in June, they often trade business and refer clients to one another as things get hectic.

The laugh men cart the portable Laugh Box from studio to studio, sometimes doing 20 to 30 shows during 16-hour days as the fall season approaches.

The four are very secretive about the inner workings of the device because they have to build it themselves. There isn't enough of a market to warrant manufacturing such a device, Mr. Douglass explains.

"We play it like a typewriter," he says, pushing certain number-coded keys for certain types of laughter. Keys can be pushed for a giggle or a cough, for example, or for different lengths or intensities of applause and laughter.

His machine has 32 keys in four rows of eight each. It is about 15 inches wide, 20 inches deep and 25 inches high. The device has 50 audio tracks to store many different sounds.

Mr. Douglass is working on a new machine that will be about half of the Laugh Box's size and will have about 72 audio tracks to enable him to store a wider variety of laughs.

When he goes into a session, "the TV show is like a patchwork quilt," Mr. Douglass said, referring to the edited pieces of each program. "We go in to smooth it over."

But the laugh men do more than just add

(Continued on Page 39)

TECHNOLOGY BRIEFS

Vaughn acquires audio firm

Vaughn Communications has acquired AVC Systems for an undisclosed sum. Both companies are based in Minneapolis. AVC is a vendor of broadcast and professional audio equipment and systems, and also rents and repairs audio components. Divisions of Vaughn offer videotape duplication services, rent broadcast video equipment and sell, service and install broadcast and professional video equipment and systems. The combined companies' revenues are expected to exceed $20 million this year.

* * *

ESPN is using GTE Spacenet Corp.'s Spacenet I and GStar II satellites to transmit **live coverage of NFL games** this season. The games are uplinked from an on-site truck at each game to the network's Bristol, Conn., studios, where they are downlinked and integrated into the network production process for cable channel distribution.

* * *

Houston International Teleport has four new **earth stations** on line. The first new domestic earth station is a 9.2-meter locked on W4 doing CDN #2 (Shopping Channel). The other two domestic earth stations are Comtech 5-meter receive-only antennae. The new international earth station, an Andrew 12-meter dish, transmits to Intelsat 5 F-3.

* * *

The National Rural Telecommunications Cooperative announced the national launch of **Rural TV**, a program package for backyard earth station owners, during a live satellite broadcast Oct. 1.

* * *

The International Association of Satellite Users and Suppliers will hold a **telecommunications equipment auction** Nov. 12 at the U.S. Sprint warehouse in Burlingame, Calif., near San Francisco. More than $6 million worth of equipment will be auctioned, including two 15-meter Ku-band satellite earth stations made by M/A-Com. Also auctioned will be M/A-Com Digital Speech Interpolation equipment plus two additional DSI systems valued at $750,000 each.

* * *

Du Art Video of New York is offering a new service to producers who **film programs and do post-production on video**. Du Art now transfers original negative film and ¼-inch audio directly to video, in synchronization. The negative is transferred to video using the Rank Cintel Flying Spot Telecine. The original ¼-inch audio is then synchronized with, and recorded onto, the video master in Du Art Sound's ¼-inch-to-video layback suite. A new development allows the ¼-inch to have either SMPTE time code or Neo-Pilot or FM Pilot sync.#

Kodak introduces new videotape

PRODUCT UPDATE

Eastman Kodak Co. has introduced a **¾-inch videotape** designed for use with U-Matic SP (superior performance) videocassette recorders. The Eastman ESP-750 videocassettes feature an advanced magnetic dispersion with the high coercivity needed to handle the higher FM carrier frequency that is integral to the U-Matic SP system. The ESP-750 videocassettes are also compatible with existing U-Matic video recorders. Eastman Kodak Co., 343 State St., Rochester, N.Y. 14650.

* * *

Sharp's new second-generation **digital videocassette recorder**, the VC-D800U, has a nine-picture channel search, a picture-in-picture feature, freeze frame and digital strobe special effects. Some other features of the new unit are: a simple record timer with return, Sharp's Blue Screen Noise Elimination system and the "HQ" System and double comb filter. The VC-D800U has a suggested retail price of $600. Sharp Electronics Corp., Sharp Plaza, Mahwah, N.J. 07430-2135.

* * *

Electronic Publishers has released pilot versions of its new **cable classified advertising system**, The AdMaker. The digital photography-based system allows clerical personnel to produce attractive still-frame video ads for display on fully or partially dedicated cable channels. Electronic Publishers, 7431 Bush Lake Road, Minneapolis, Minn. 55435.

* * *

Scientific-Atlanta has introduced a new **integrated impulse pay-per-view system**. The Model 8585, which integrates the IPPV circuitry within the set-top terminal, is an addressable system slated for delivery in December. The 8585 also increases security, because integrating the IPPV system within the converter decreases tampering and minimizes service calls related to tampering. Scientific-Atlanta, One Technology Parkway, Box 105600, Atlanta, Ga. 30348.

* * *

Tektronix's Communications Network Analyzers division is offering a packaging option for its **TV production protocol analyzer and software system.** The package includes the 836 Data Communications Analyzer, the 836L18 Library Pack, the EBU/SMPTE Bus Interface and a carrying case for $4,405. The 836TV Analyzer Package is applicable for testing Ampex VPR3/VPR6/VPR80 Videotape Recorders, Sony BVU 800/820, BVW40 Series VTRs, Sony BVH 2000/2500 Series VTRs, and Grass Valley Group 100/300 Production Switchers, including the 300 series Peripheral Interface Protocol. Tektronix, P.O. Box 1197, Redmond, Ore. 97756-0227.#

The Sharp VC-D800U videocassette recorder has nine-picture channel search and picture-in-picture features.

World Radio History

Wireless cable operators fighting back

By DOUG HALONEN
Staff reporter

WASHINGTON—Wireless cable TV operators are alleging that conventional cable TV interests are hindering their development by blocking access to programing.

And at a convention here last week of the Wireless Cable Association, they unveiled one of their weapons for fighting back.

"I'll do what it takes to bring competition to the cable industry," said Rep. Charles Schumer, D-N.Y., who has emerged as the wireless cable industry's leading champion on Capitol Hill.

Rep. Schumer told the 300 in attendance at the convention that he is drafting legislation aimed at curbing cable's power.

The congressman has alleged that the cable industry has been acquiring control of programing "to choke off competition by denying the wireless services the access to the programing." He has asked the Justice Department to conduct an investigation.

"I cannot think of a more clear-cut violation of antitrust," Rep. Schumer says.

He said he has been talking with representatives of the Motion Picture Association of America, which has been in a war of words with cable over which business should be restrained.

Meanwhile, the National Cable Television Association officially had no comment on Rep. Schumer's comments or the wireless cable industry's concerns.

The Wireless Cable Association represents the handful of pioneers currently using microwave frequencies to deliver packages of TV signals to homes.

The Federal Communications Commission paved the way for wireless cable services in 1983 by reallocating eight microwave channels for commercial operations. That technology is known as multichannel multipoint distribution service.

But now, by using those frequencies and leasing others designated primarily for other uses, it's possible to put together enough spectrum to transmit up to 33 TV signals in some markets, industry representatives said.

Viewers need a special TV antenna and a decoder to receive wireless cable signals.

The conventioneers appeared to be particularly concerned that pay-cable services such as HBO, which wireless cable operators believe to be vital to their own programing packages, may refuse to deal with them for competitive reasons.

HBO is owned by Time Inc., which also owns cable multiple system operator American Television and Communications Corp.

Perhaps the most ironic testimonial at the convention was offered by Bob Schmidt, a former NCTA president who has won the right from the Federal Communications Commission to provide four channels of wireless cable service in Los Angeles.

Mr. Schmidt, now an attorney for a Washington law firm, said cable operators had told him they will do "whatever's in their power to keep me out." He declined to reveal which cable operators said that.

Jim Theroux, president of Metro TEN, a company that is offering 12 channels of wireless cable in Cleveland, described another way to fight to get programing.

He said his firm filed an antitrust lawsuit against Showtime, a pay-cable service owned by Viacom International, another cable system operator.

"We sued them . . . and they settled with us," said Mr. Theroux.

Overall, the state of the industry's business health was unclear from the convention.

Jim Clark, the association's president, said there are about a dozen wireless systems on the air now, including systems in Cleveland, Philadelphia and Milwaukee.

But Mr. Clark said he did not know whether any of the systems are profitable.

Mr. Theroux said Metro TEN had more than 10,000 subscribers, but he declined to comment on whether the system is turning a profit.

It also appears that some cable operators and wireless cable operators are taking more than a casual interest in each other.

For instance, an affiliate of Warner Cable Communications, which provides traditional cable service to Milwaukee, last year bought the 14-channel wireless system serving about 5,000 subscribers there.

Meanwhile, Mr. Theroux said Metro TEN is seeking a franchise to provide traditional cable TV service to Cleveland areas it can't reach with its wireless service.

One shortcoming of wireless cable technology is that its signals can be blocked by trees and other terrain obstructions that offer little impediment to ordinary broadcast signals.

Mr. Theroux said trees and other obstacles limit his system's coverage to 70 percent of the Cleveland area.

"I've considered opening a distributorship for Agent Orange," quipped Mr. Theroux, in reference to the controversial defoliant used in Vietnam.

Mark Fowler, former chairman of the Federal Communications Commission, told conventioneers he thought the future of wireless cable was particularly bright.

"Wireless cable represents the first economically viable competitor to cable, a competitor that to a consumer looks just like cable," Mr. Fowler said.#

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For example, the "New Beaver" is shot on 35mm film, not tape. It's scored in stereo. And it's shot on location motion picture style. Also, the shows are written by network comedy veterans.

With top production values and writers like this, it's little wonder that the new series was a hit on the Disney Channel and also at WTBS in Atlanta, where the "New Beaver" pulled an impressive **8 rating** and a **12 share**, making it the **number 1 independent show** on Sunday! At the same time, it delivered more young adults and teens than any other first run sitcom in Atlanta.* Imagine what it could do 5 days in a row!

The simple truth is that families have always loved the Beaver and still do!

So, before it's too late, pick up the phone and ask us about "The New Leave it to Beaver." **After all, as the Beav would say: "You don't wanna be a Knucklehead!"**

"Boy when I get to be a father, I'm not gonna yell at my kids."

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*NSI, February, 1987.

World Radio History

WHO'S NEWS

Broadcast TV

Tom Thayer to senior vice president of movies for television and miniseries, Universal Television, Universal City, Calif., from vice president of movies for television.

LeBon Abercrombie to senior executive vice president, Pappas Telecasting Cos., Visalia, Calif. He will continue as vice president and general manager of KMPH-TV, Fresno, Calif. Also, **Dennis Davis** to senior executive vice president while continuing as vice president and chief financial officer, and **Dale Kelly** to corporate vice president and director of engineering from chief engineer, KMPH.

Marcia Brandwynne to executive vice president, Kalola Productions, Los Angeles, from anchor and managing editor, KTTV-TV, Los Angeles.

Howard Ritchie to vice president and general manager, WISN-TV, Milwaukee, from vice president and general manager, WDTN-TV, Dayton, Ohio.

Justin Pierce to vice president of publicity, New World Television, Los Angeles, from director of TV publicity.

Max Sklower to vice president, McKinnon Broadcasting, Corpus Christi, Texas, and general manager, KIII-TV, Corpus Christi, from vice president and general manager, KOAT-TV, Albuquerque, N.M.

Steven Bass to director of national corporate support department, PBS, Alexandria, Va., from director of development.

Maxine Lapiduss and **Sally Lapiduss** to creators and writers of weekly comedy series, GTG Entertainment, Culver City, Calif., from writers for "Charles in Charge" and "The Ellyn Burstyn Show."

Jim Hefner to general manager, WTAE-TV, Pittsburgh, from manager of broadcast operations. Also, **Debra Casini** to producer from producer, "The Morning Exchange," WEWS-TV, Cleveland.

Roger Lyons to promotion director, WVIT-TV, Hartford, Conn., from director of advertising and promotion, WNEV-TV, Boston.

Marta Spillman to promotion director, KVOA-TV, Tucson, Ariz., from public affairs producer, KVUE-TV, Austin, Texas.

Gene Langenberger to senior director, WSLS-TV, Roanoke, Va., from weekend director, WYOU-TV, Scranton, Pa.

Dana Amalfard to producer/writer, community service, WJLA-TV, Washington, from producer, WTTG-TV, Washington.

Nancy Tillman to art director, KMBC-TV, Kansas City, Mo., from on-air graphics designer, CNN News, Atlanta.

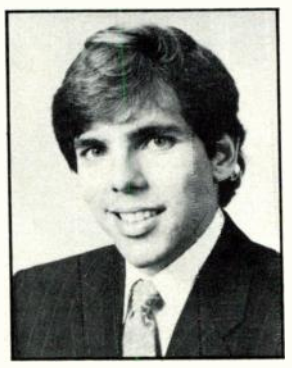
Cable TV

Robert Kweller to president and chief executive officer, National Cable Marketing, Sherman Oaks, Calif., from executive vice president.

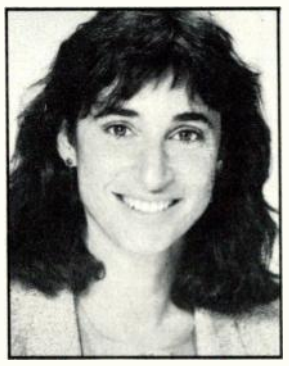
Winifred Wechsler to vice president of sales analysis and business development, The Disney Channel, Burbank, Calif., from director of sales strategy and analysis.

Susan Packard to vice president of marketing and affiliate operations, Z Channel, Los Angeles, from regional director, HBO, Los Angeles.

TOM THAYER
Universal Television



JUSTIN PIERCE
New World Television



WINIFRED WECHSLER
The Disney Channel

JANICE GIN
KTVU-TV

Norman Blashka to vice president of finance, The Nostalgia Channel, New York, from treasurer, Cablevision Systems Corp., Woodbury, N.Y.

Chris O'Toole to corporate controller, Daniels & Associates, Denver, from financial controller. Also, **John Churylo** to director of management information systems from MIS manager, and **Jim Hanson** to director of taxation from tax manager.

Radio

Bruce Theriault to senior vice president of operations, American Public Radio, St. Paul, Minn., from the John F. Kennedy School of Management, Harvard University, where he earned a master's degree in public administration. At APR, he replaces **Rhoda Marx**, who resigned.

Hugh Barr to group vice president, NewCity Communications, Bridgeport, Conn., and general manager, KKYX-AM/KLLS-FM, San Antonio, Texas, from general manager, WSYR-AM/WYYY-FM, Syracuse, N.Y. Also at NewCity, **John Terboss** to general manager, WSYR/WYYY, from general sales manager, WYYY; **Chuck Togias** to vice president of sales, WSYR, from general sales manager; and **Joel Delmonico** to general sales manager, WYYY, from local sales manager.

John Chanin to vice president and director of operations for special projects, WFAN-AM, New York, from vice president of operations and programing. Also, **John Prueter** to program director from assignment editor, ESPN's "SportsCenter," New York.

Stephen Woodbury to vice president and general manager, WAYL-AM/FM, Minneapolis, from sales manager, WCCO-AM, Minneapolis.

Marc Spector to director of advertising and merchandising, Westwood One Radio Networks, Los Angeles, from his own promotions company.

Mark Felsot to producer, Global Satellite Network's "Rockline," Los Angeles, from associate producer. He continues as producer of "Powercuts."

Marcy Mankoff to producer, "Kidsamerica," WNYC-AM/FM, New York, from associate producer. She replaces **Keith Talbot**, who resigned to develop children's programing for The Disney Channel, Los Angeles.

Journalism

John Butte to news director, WXFL-TV, Tampa, from vice president of news, WMAR-TV, Baltimore.

Steven Crabtree to news director, WBKO-TV, Bowling Green, Ky., from news director/anchor/reporter, WKYT-TV, Lexington, Ky.

Corey McPherrin to sports director and anchor, WABC-TV, New York, from network reporting for ABC Sports.

Deborah Trueman to producer, 11 p.m. newscast, WCBS-TV, New York, from co-producer. Also, **Peter Landis** to producer, 5 p.m. and 5:30 p.m. newscasts, from producer, "CBS Morning News," New York, and **Brian Williams** to general assignment reporter from New Jersey correspondent, WCAU-TV, Philadelphia.

Dave Vanderslice to vice president of operations, Shadow Traffic, New York, from operations manager. Also, **Randy Chepigan** to operations director, Philadelphia, while continuing as back-up on-air reporter; **Peter Roscoe** to director of information services, Philadelphia, while continuing as on-road reporter and producer; and **Jim Walling** to director of technical services, New York and Philadelphia, from general operations manager.

Mike Kirsch to general assignment reporter, WBBM-TV, Chicago, from reporter and morning cut-in anchor, KTNV-TV, Las Vegas. Also, **Steve Baskerville** to weekend weatherman from weather forecaster, "The CBS Morning News."

Suzanne Bates to co-anchor, 5:30 p.m. newscast, WBZ-TV, Boston, from general assignment reporter and substitute anchor, WCAU-TV, Philadelphia. Also, **Bob Karstens** to weekend anchor and general assignment reporter from weekday anchor, KTBC-TV, Austin, Texas.

Marty Levin to co-anchor, KCST-TV, San Diego, from news anchor, KFMB-TV, San Diego. Also, **Denise Yamada** to co-anchor from field correspondent and substitute host, "Good Morning America."

Susan Starnes to medical reporter, KHOU-TV, Houston, from general assignment reporter, KPRC-TV, Houston.

Ed Whelan to sports anchor, KOIN-TV, Portland, Ore., from sportscaster, WKYC-TV, Cleveland.

Janice Gin to producer, "2 at Noon," KTVU, San Francisco, from news producer, 10 p.m. newscast.

Brad Holbrook to weeknight anchorman, "USA Tonight," Independent Network News, New York. He continues as co-anchor, 7:30 p.m. news, WPIX-TV, New York.

Mike Corbett to co-anchor/reporter, 5:30 p.m. newscast, WMUR-TV, Manchester, N.H., from co-anchor/reporter, KWQC-TV, Davenport, Iowa.

Ron Harris to weeknight weatherman, WLVI-TV, Boston, from weekend meteorologist.

Matt Smith to weekend sports producer, WCVB-TV, Boston, from free-lance sports producer. Also at WCVB, **Diane Schulman** to producer, consumer unit, from creative director.

John Carlin to weekday anchor, WSLS-TV, Roanoke, Va., from weekend anchor, WTVR-TV, Richmond, Va. Also, **Susan McGraw** to assignment manager from assignment editor, WSNW-TV, Wichita, Kan.

Eric Warren to weathercaster, WCPO-TV, Cincinnati, from weathercaster, WKRC-TV, Cincinnati.

Lauren Thierry to weekend co-anchor/reporter, WKRN-TV, Nashville, from anchor/reporter, WDEF-TV, Chattanooga, Tenn.

Mary Beth Phillips to general assignment reporter, WLUK-TV, Green Bay, Wis., from news anchor/reporter, WPBN-TV/WTOM-TV, Traverse City, Mich.

Sue Lindeman to assignment editor and 5 p.m. news producer, WIFR-TV, Rockford, Ill., from assistant assignment editor, WTMJ-TV, Milwaukee.

Syndication

Robert Unkel to executive vice president, a new post, Saban Productions, Los Angeles, from his own consultancy firm.

Alessandro Tasca to vice president of production, a new post, Harmony Gold, Los Angeles, from associate producer and executive producer.

David McGrail to director, "Geraldo!," from director, "Donahue" and "Ask Dr. Ruth."

Robert McAllister to research director of domestic television distribution, Republic Pictures Corp., Los Angeles, from awards coordinator and assistant to the convention director, Broadcast Promotion and Marketing Executives.

Don Jacobson to director of creative services, LBS Communications, New York, from director of promotion, Multimedia Entertainment, New York.

Other

Scott Rasmussen to president, Rasmussen Communications Management Corp., Champaign, Ill., from executive vice president for Rasmussen.

Susan Christison to senior vice president of merchandising, home video and pay cable, Harmony Gold, Los Angeles, from vice president of international licensing.

George Kirgo, film critic on CBS's "The Morning Program," has resigned that post to become president, Writers Guild of America West, Los Angeles. Also, **Del Reisman**, whose TV writing credits include "Peyton Place" and "Lou Grant," was elected vice president and **Al Levitt**, whose TV writing credits include "That Girl" and "Bewitched," was named secretary-treasurer.

Virginia Johnson to Southeast regional marketing director, International Video Entertainment, Atlanta, from resident manager, Houston Mill House, Atlanta. Also, **David Baker** to Midwest regional marketing director, Keller, Texas, from district manager, Stars to Go, Irving, Texas.

Sheldon Brown to editor for NFL Films Video in Mt. Laurel, N.J., from editor, Grace & Wild Studios, Detroit. Also, **Dan Chappelle** to Dubner graphics designer/operator from Dubner operator, QVC Network, West Chester, Pa.

Obituary

Ron Martin, a founding partner of the Weedeck Radio Network, which produces syndicated radio programing, died Sept. 22 of a heart attack. He was 57. Mr. Martin hosted the "Country Report" and "Country Report Countdown" radio shows. He is survived by his wife, three sons and two daughters.#

Robertson leaves CBN to seek U.S. presidency

By ROBERT HOMAN
Staff reporter

WASHINGTON—TV evangelist Pat Robertson announced last week that he has resigned as chairman and chief executive officer of the Christian Broadcasting Network.

Mr. Robertson's resignation was effective last Thursday, the same day he announced he would formally become a candidate for the Republican presidential nomination. "I regard this decision as one of the most painful I have even been required to make," he said about his resignation. "I love broadcasting and I will hate to leave it.

"For now, I feel an obligation to serve the greatest nation on the face of the earth."

Bob Slosser, president of CBN University, will serve as interim CEO and chairman at the network.

Earlier, Mr. Robertson had relinquished his position as host of CBN's "700 Club."

Mr. Robertson started the network in 1960. CBN is the nation's fifth-largest commercial cable TV network, reaching 37 million homes, according to a campaign spokesman.#

World Radio History

CBS pulls upset in Sports Emmy Awards

By RICHARD TEDESCO
Staff reporter

NEW YORK—CBS Sports pulled the upset of the evening at the 1986 National Sports Emmy Awards here last week.

CBS won the award from the National Academy of Television Arts and Sciences for outstanding live sports special with its coverage of the Daytona 500.

It had faced stiff competition that included NBC's World Series coverage; The Kentucky Derby and the baseball league championship series on ABC; and CBS's presentation of the NCAA Basketball Tournament.

Robert Fishman, director of the Daytona 500 broadcast, admitted his surprise, saying he had just told his wife "there was no way" the event would win.

TBS took four awards for its coverage of the 1986 Goodwill Games, including an award for technical innovation recognizing the size of the remote network it created to carry the games back from Moscow and several other European cities.

ABC and NBC each won five Emmys. PBS, Major League Baseball Productions and ProServ Television won one award each.

ABC's "Wide World of Sports" took two awards, for outstanding editing of a series and editing of a special on its 25th anniversary show. The program has won 16 Emmys since it went on the air.

Al Michaels, play-by-play man for ABC's "NFL Monday Night Football," won the award for top sports host. John Madden, CBS's colorful commentator, was the winner of the top analyst award.

In addition to its Daytona 500 coup, CBS took top honors for outstanding live sports series for its NBA coverage.

"It's a sport that was given up for dead," said Ted Shaker, executive producer of CBS's NBC coverage. "We've tried to convey to the American public what a beautiful sport it is to watch."

NBC's awards included recognition for technical teams for the World Series, "Major League Baseball: An Inside Look" and "NFL '86."

Major League Baseball Productions was recognized for videotape editing for its "Light Moments in Sports."

ProServ won for the writing of "A Hard Road To Glory" about U.S. tennis star Arthur Ashe.#

Forecasts shared at cable meet

By JANET STILSON
Staff reporter

NEW YORK—Predictions that the Fox television network will die and commercials will be seen on pay-cable services were voiced during a cable industry luncheon last week.

With Kay Koplovitz, USA Network president and chief executive officer, as moderator, thoughts on TV's future were served up at the National Academy of Cable Programing's fall forum here.

The industry bigwigs who looked into their crystal balls included Frank Biondi, president and chief executive officer of Viacom International; Charles Dolan, chairman and chief executive officer of Cablevision Systems Corp.; Michael Fuchs, chairman and chief executive officer of HBO; and Fred Silverman, president of the Fred Silverman Co.

Although Mr. Silverman was a top-ranking executive at all three broadcast networks before forming his production company, he was no less enthusiastic than his fellow speakers on cable's status.

He noted two favorable trends: the afterlife of cable-originated programing—such as movies and MTV's awards shows—on broadcast television, and the new distribution window created by basic cable networks for recent off-network programs.

When asked whether Fox's television network has a stronger potential than cable services, Mr. Silverman answered: "My guess is the Fox network will fail."

Mr. Biondi's recent move from heading Coca-Cola's TV division to overseeing Viacom has not changed his opinion that it's "somewhat inevitable" pay-cable networks will add commercials.

"The price of the services is too high," Mr. Biondi explained, reiterating a prediction he voiced at last year's Western Cable Show.

"Getting the costs down isn't easy . . . and I don't see many alternatives other than advertising."

His comments led HBO's Mr. Fuchs to quip that if Viacom's Showtime or The Movie Channel add advertising spots, HBO is interested in buying time.

Also, Mr. Fuchs said the two major factors holding back cable ratings at this point are the cable networks' coverage of the U.S. TV market and publicity of their programing.

Mr. Dolan reserved all opinions concerning system investment in cable services, saying Cablevision is still studying the matter.

But he had much enthusiasm for regional cable networks—particularly his own. He reported Sportschannel New York, started in 1975, is now grossing $100 million.#

The Gulf war in 90 seconds.

A murder in a nearby town gets half a minute.

The story of a fatal bus accident in Canada is bumped in favor of a lion cub's birth at the zoo.

TV news is selective. Its time is limited. And what it does best is capture moments. The elation of the elected. The downcast of the defeated. The joy on a mother's face when her child is found. The blank stare of a stoned teenager.

Stories with pictures.

Summaries of what matters most.

That's TV news on a daily basis.

But sometimes stations move out of their summarizing role. WPRI-TV, Providence, R.I., and seven other Knight-Ridder television stations spent an entire month this year focusing on one topic: alcohol and drug abuse.

A tough task.

Today, seven out of 10 high school seniors drink. Almost half say they get drunk once a week. Many started at age nine or 10. One out of four smokes pot. And crack use is spreading too fast to quantify.

How do you reach a generation of young people who have been overexposed to hard scare anti-drug campaigns?

WPRI-TV tried humor.

They turned to "Mr. Bill." The clay man of Saturday Night Live fame created by Walter Williams. Mr. Bill is famous for being the quintessential victim. In public service announcements, Mr. Bill was offered drugs and alcohol and steadfastly refused them even as he got dumped on and squashed.

Did these moments of humor work on such a deadly serious topic?

In follow-up interviews, the spots were remembered and talked about by teenagers. They broke through the clutter of messages and got their point across.

WPRI-TV also broadcast its own musical play "None for the Road." Along with a teenage drug and alcohol test and several specials.

In Mobile, Ala., Knight-Ridder's WALA-TV, among other efforts, raised enough funds to keep the Partnership for Youth, an effective anti-drug force in the community, from closing its doors.

WTEN-TV in Albany, N.Y., got a strong response from its request to area high schools to submit their own public service announcements. The station was able to learn exactly how teens communicate with other teenagers and tailored their efforts accordingly.

Knight-Ridder stations in Tucson, Norfolk, Nashville, Oklahoma City and Flint all took on the same topic in a month-long marathon of news specials, editorials and series on the epidemic of addiction that has spread across the country.

It was anything but shallow. But then these are Knight-Ridder television stations.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of five Pulitzer Prizes in 1987, is a worldwide communications company with eight television stations, cable systems, business information services and 32 daily newspapers.

World Radio History

MAGIC II

SUNDAY	MONDAY	TUESDAY	WEDN
		1	
6		8	
13			16
20	21		23
27		29	30

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World Radio History

Disney TREASURE I

ESDAY	THURSDAY	FRIDAY	SATURDAY
	3	4	
	10		12
	18		
	24		26

Days to Market!

Buena Vista Television

World Radio History

CALENDAR

October

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. Information: Nancy Becker, 609-392-3223.

Oct. 8-9, **The Leading Edge,** the Louisville Chapter of American Women in Radio and Television seminar, Seelbach Hotel, Louisville, Ky. Information: Jean Shindlebower, 502-582-7801, or Stephanie Dumeyer, 502-426-1348.

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

Oct. 9, **Louisville chapter of American Women in Radio and Television luncheon,** Seelbach Hotel, Louisville, Ky. Information: Lynne Christenson, 502-893-0039.

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, **People Meters are Here—Now What?**, an International Radio & Television Society second Tuesday seminar, Viacom Conference Center, New York. Information: Marilyn Ellis, 212-867-6650.

Oct. 13, **Southern California Cable Association monthly dinner meeting** with guest speakers Bill Daniels of Daniels and Associates, Leonard Tow of Century Communications and Jeffrey Reiss of Reiss Media Enterprises, Inn at the Park, Anaheim, Calif. Information: Aisha Wooford, 213-684-7024.

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, **Cable Television Administration & Marketing Society pay-per-view teleconference** for system operators. Information: Ken Krushel, 617/921-0080.

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. 13-15, **Mid-America Cable Show** sponsored by the Mid-American Cable Television Association and featuring Frank Biondi as a guest speaker, Hyatt Regency, Kansas City, Mo. Information: Rob Marshal, 913-841-9241.

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

Oct. 14, **Broadcast Capital Fund ownership seminar,** Hotel Pontchartrain, Detroit. Information: Aida Olivencia, 202-429-5393.

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, **Broadcast Capital Fund ownership seminar**, Sir Francis Drake Hotel, San Francisco. Information: Aida Olivencia, 202-429-5393.

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 Cearley, 713-526-3461.

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. 19-21, **33rd annual meeting and related events of the New York State Broadcasters Association**, Desmond Americana, Albany, N.Y. Information: Belinda Bouchard, 518-434-6100.

Oct. 20, **Why Cable Will Pay for Hollywood's Best**, Hollywood Cable Forum, sponsored by the National Academy of Cable Programming, Century Plaza Hotel, Century City, Calif. Information: Michael Hill, 202-775-3611.

Oct. 20, **HDTV—Forward to the Future** a seminar sponsored by the New York Women in Cable, HBO Media Center, New York. Information: Beth Araton, 212-661-6040.

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

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

Major events

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

TvB annual meeting
Atlanta ..... Nov. 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 Vegas ..... April 9 to 12
Information: Hilda Jannesson, 202-429-5353.

Oct. 24, **High Definition Television: A Preview of the Future,** a one-day forum sponsored by UCLA Extension, UCLA campus, Los Angeles. Information: John Watson, 213-825-1901.

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. 27, **Cable Day** at the Television Critics Association October press tour, Waldorf-Astoria, New York. Information: Jim Boyle, 202-775-3629.

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. 3-7, **Midwest Radio Theatre Workshop**, a workshop featuring topics of interest to radio producers, technicians, directors and writers, Ramada Inn, Columbia, Mo. Information: Diane Huneke, 314-874-1139.

Nov. 4-6, **Fifth annual Private Cable Show,** a trade show for private cable television systems examining such topics as the booming demand for private cable television in hotels, Sheraton Denver Tech Center, Denver. Information: Kim McBride, 713-342-9655.

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. 10, **International Radio & Television Society second Tuesday seminar,** Viacom Conference Center, New York. Information: 212-867-6650.

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. 13-17, **Public Radio RF Transmission Training seminar** sponsored by the National Federation of Community Broadcasters, Sheraton Hotel, St. Louis. Information: Pat Watkins, 202-797-8911.

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

Nov. 19-21, **American Video Conference,** Hollywood Roosevelt Hotel, Hollywood, Calif. Information: Mark Josephson, 212-722-2115.

Nov. 23, **1987 International Emmy Awards gala**, Sheraton Centre, New York. Information: Victoria Fahn, 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. 7-10, **Winter Consumer Electronics Show**, Las Vegas Convention Center, Las Vegas. Information: Dennis Corcoran, 202-457-8700.

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,** Wiltern Theater, Los Angeles. Information: Susan Detwiler, 202-775-3611.

Jan. 29-30, **Technology in Transition,** the 22nd annual television conference of the Society of Motion Picture and Television Engineers, Opryland Hotel, Nashville. Information: John Varrasi, 914-761-1100.

February

Feb. 2-3, **Arizona Cable Television Association's 1988 annual meeting,** Hyatt Regency, Phoenix, Ariz. Information: 602-257-9338.

Feb. 4, **International Radio & Television Society Newsmaker luncheon,** Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

Feb. 11-13, **Country—America's Music,** the 19th annual Country Radio Seminar, Opryland Hotel, Nashville, Tenn. Information: Frank Mull, 615-327-4488.

Feb. 25-29, **National Association of Television Programing Executives 1988 conference and convention,** George R. Brown Convention Center, Houston. Information: Nick Orfanopoulos, 212-949-9890.

March

March 3, **International Radio & Television Society Gold Medal Banquet**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

March 15, **International Radio & Television Society Newsmaker luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

April

April 9-12, **National Association of Broadcasters** annual convention, Las Vegas Convention Center, Las Vegas. Information: Hilda Jannesson, 202-429-5353.

May

May 17, **International Radio & Television Society annual meeting** and Broadcaster of the Year luncheon, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.#

World Radio History

Growth of pay-per-view is accelerating

(Continued from Page 3)

Having conducted an 18-month test in Viacom Cable's Milwaukee system, AT&T expects to roll out its Information Forwarding service nationwide in 1988.

• The lucrative revenue-per-subscriber rates reported by companies such as Cable Value Services, a PPV network owned by General Instruments.

At the National Cable Television Association annual meeting in May, CVS announced it would guarantee systems picking up its service a 150 percent buy rate, which means subscribers able to receive the service would buy an average 1.5 offerings each month.

That breaks down to roughly $6 to $8 per subscriber every 30 days, according to CVS officials.

Promising as PPV executives say this news is, it's still clear that the business is in the beginning stages.

Of the three types of businesses involved in PPV—cable systems, motion picture studios and the PPV networks that function as middlemen—only the cable systems appear to be making significant dollars at this point.

And even at the operator level, the black ink doesn't run across the board.

Charles Dolan, chairman of Cablevision Systems, says his PPV channels probably won't be moneymakers until at least 1989 or 1990.

"But it's worth doing because it creates excitement, and you want that liveliness in the system," he says.

Mr. Dolan has opted to program his PPV services on a stand-alone basis, rather than using networks.

But at New York Times Cable, one of the industry's most aggressive PPV proponents, Stephen Rockabrand, director of PPV operations, reports his two stand-alone channels have been profitable since 1985 and account for 11 percent of the company's business.

David Archer, director of business development at another PPV enthusiast, Viacom Cable, says he expects revenue from PPV services will surpass that generated from ad sales in two to three years in his systems.

In contrast, Hollywood executives say PPV revenues are still a paltry contributor to the bottom line of theatrical movies, which average $25 million to produce, market and promote.

Sources say an average hit movie generates about $200,000 in PPV revenues for movie studios, compared with the $10 million that hit movies can draw in sales of home video rights.

But studio executives also note that PPV revenue has jumped about 100 percent over the past year, and shouldn't be underestimated.

The No. 1 box-office grossing studio, Paramount Pictures, views 1987 as a PPV banner year. This is the first year the studio has had titles grossing $1 million retail in PPV.

Paramount's "Crocodile Dundee" will gross at least $1 million in PPV distribution, and the studio anticipates that "Golden Child" and "Star Trek IV" may top that figure as well, according to Alan Cole-Ford, vice president of video distribution at Paramount Pictures Corp.

That top-of-the-heap figure could escalate to $5 million by 1989, he says. That's the year he expects PPV to become a significant revenue contributor to his studio.

But Norman Horowitz, president of MGM/UA Telecommunications, sees no sudden PPV boom ahead.

"It's certainly going to increase" as a revenue source, he says. "But in 1966 Germany was on the verge of getting commercial TV, and it doesn't have it yet."

Currently, only about 5 million households receive PPV on a regular basis, out of a total 10 million homes that have addressable converter boxes capable of descrambling PPV offerings.

That compares with roughly 43.5 million basic cable households and 88.6 million total TV households in the United States, according to Nielsen Media Research.

PPV executives take those figures as a sign of the industry's enormous potential, and point specifically to the 10-year boom that transformed home video from a novelty into a $7 billion-a-year business.

"I don't see any reason why we won't experience the (home) video growth curve," says Scott Kurnit, president of Viacom International's Viewer's Choice.#

NATPE conference lineup set

(Continued from Page 16)

Other highlights on the tentative schedule include:

Katharine Graham, president of the Washington Post Co., the corporate parent of the Post-Newsweek Stations, will keynote the opening breakfast session on Feb. 25. It will be produced by Rick Reeves, program director at WCPO-TV in Cincinnati. That day's luncheon will feature remarks by station owner George Gillett of The Gillett Group.

TV journalist Linda Ellerbee will moderate a Feb. 27 general session titled "The Next 25 Years for Society and TV," to be produced by Pat Patton, program director at KMBC-TV in Kansas City.

Scheduled panelists include Martin I. Horn of Needham & Harper, Chicago; Paul Lindberg of ASI Research, Los Angeles; Paul Isaacson of Young & Rubicam, New York; Robert Coen of McCann Erickson, New York; and Daniel Gold of Knight-Ridder, Miami.

Nick Freeman, program director at KIRO-TV in Seattle, will produce and moderate a general session Feb. 28 dubbed "Sports Programing: Is Free TV Being Priced Out of the Market?" Speakers will include Vince Baressi of KTXH-TV in Houston; Gerry Walsh of WLVI-TV in Boston; Bill Grimes of ESPN; and Bob Wussler of Turner Broadcasting.

On Feb. 25, Multimedia's Bruce Johansen and Lorimar's Michael Solomon will moderate an international seminar on global finance. The session is slated to include James Gatwood, chairman of Television South; Ricardo Tozzi, production president of the Belusconi Group/ReteEuropa,; Michael Grade of the BBC; Robert Maxwell of TFI; and Klaus Hallig of West Germany's Beta-Taurus.

Syndicated talk show host Wil Shriner will host the annual Iris Awards for programing excellence Feb. 28 in Houston's Music Hall.#

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World Radio History

ONLY ONE COMPETITOR IS ENTERED IN EVERY EVENT IN THE '88 WINTER GAMES.

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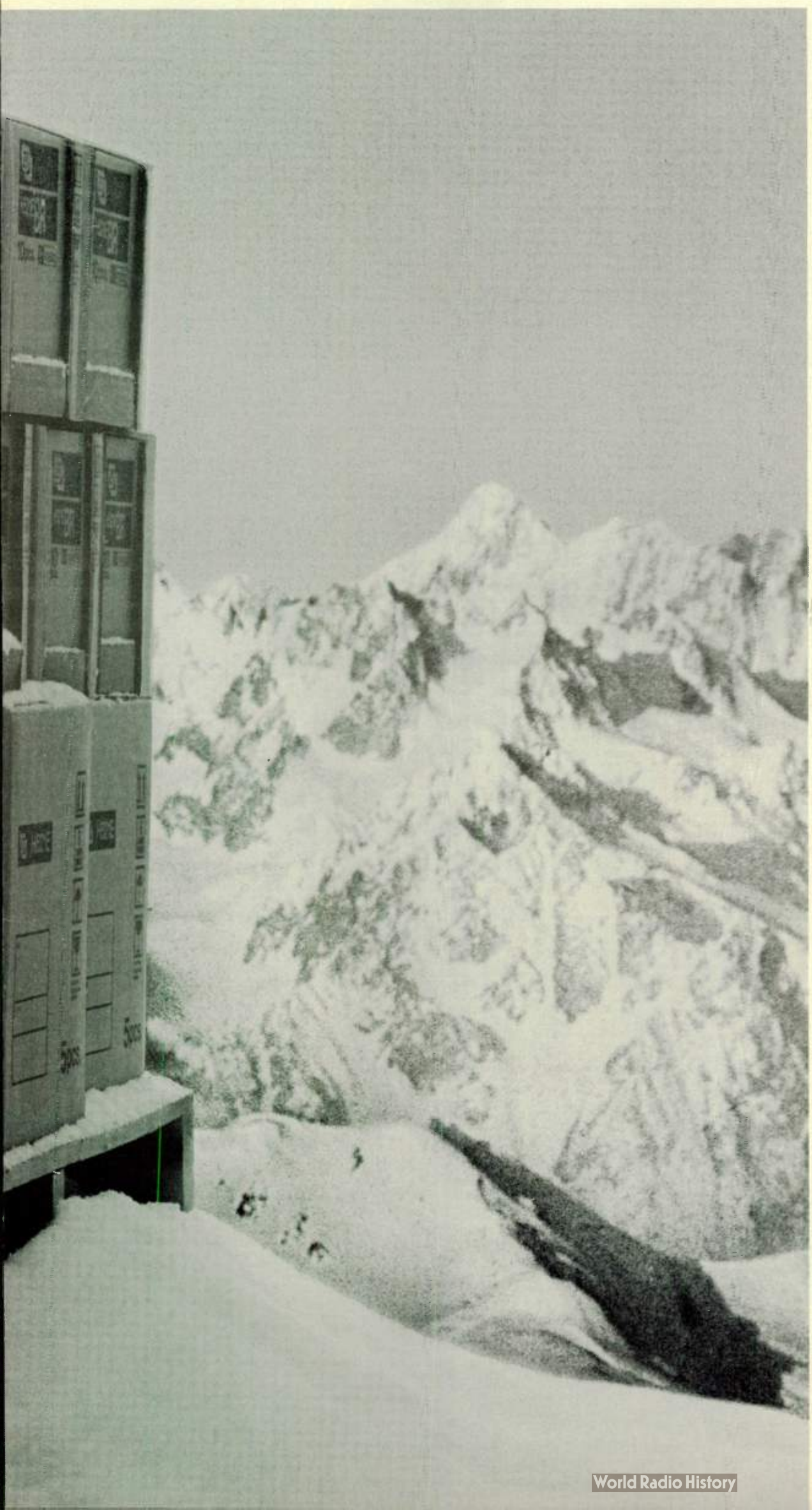
World Radio History



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FUJI PROFESSIONAL VIDEOTAPE

World Radio History

BRIEFLY NOTED

Broadcast TV

The National Association of Broadcasters and 10 other national media organizations have sent a letter to all members of Congress urging them to oppose any further attempts at codifying the fairness doctrine. Joining the NAB were American Newspaper Publishers Association, American Society of Newspaper Editors, American Women in Radio and Television, Freedom of Expression Foundation, Magazine Publishers Association, National Broadcast Editorial Association, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, Society of Professional Journalists/ Sigma Delta Chi and Women in Communications.

"The Fourth Annual Television Academy Hall of Fame" will air Nov. 30 on **Fox Broadcasting Co.** This year's inductees will be Johnny Carson, Jacques Cousteau, Leonard Goldenson, Jim Henson, Bob Hope, Eric Sevareid and the late Ernie Kovacs. Taping of the event will take place Nov. 15 at the Fox studios.

Actress Juliet Prowse suffered a minor injury when she was bitten in the neck last week by a leopard during rehearsals for CBS's upcoming **"Circus of the Stars,"** which will air in December. Ms. Prowse received five stitches for two puncture wounds near her carotid artery after the Sept. 28 attack. The 80-pound leopard, Sheila, was one of five uncaged leopards involved in rehearsal at the time. The animal unexpectedly lunged at Ms. Prowse.

Cable TV

Cable ratings continued to climb and broadcast affiliate numbers continued to slip in August, according to the Cabletelevision Advertising Bureau's analysis of the **Nielsen Cable Status Report**. Among its findings, the CAB reports ad-supported cable networks' ratings rose 40 percent and pay cable 18 percent on a 24-hour basis. The bureau says network affiliate ratings declined 8 percent in the same time period.

Nick at Nite will premiere **"Rowan & Martin's Laugh-In"** tonight. The program, acquired from Lorimar Syndication, will appear Monday through Friday at 10 p.m. (ET) and weekends at 8 p.m. "Laugh-In" originally appeared on NBC from 1968 to 1973. Nick at Nite is an MTV Networks service.

Group W Satellite Communications will provide transmission services for the **Pay Per View Network** in a multimillion dollar, six-year deal. PPVN, a joint venture of ATC Corp., Continental Cablevision, Cox Communications, Telecable Corp. and Newhouse Broadcasting, plans to start its movie service by year's end. PPVN also announced it has established administrative offices in Manhattan. The programing functions will be out of Los Angeles.

CNN and USA Today will team up in a polling effort for the 1988 election campaign. Polling will be done by the Gordon Black Corp. Results will be released on CNN's "Inside Politics '88," which debuts Nov. 2.

Home video

International Broadcast Systems has obtained overseas broadcast and home video distribution rights for "Captain Power and the Soldiers of the Future," plus home video and record album rights for "Barbie and the Rockers." The Dallas-based company is distributing half-hour episodes of the two new children's programs, both produced by Mattel.

Tony Douglass, former manager of promotions for Karl-Lorimar Home Video, has formed a new video production and marketing company, **OVC Corp.** The initial projects for the company, which is based in Costa Mesa, Calif., include a 3-D video, four original videos and a travel show.

Radio

Dallas-based **Satellite Music Networks** reported the signing of four radio stations for its satellite-delivered "Wave" format of New Age music. At the recent "Radio '87" convention in Anaheim, Calif., KZZC-FM in Kansas City became the first "Wave" affiliate. The station changed its call letters to KCWV on Sept. 24. In addition, three Gannett radio stations have agreed to take the new format: KSWV-FM in San Diego (formerly KSDO); KNUA-FM in Seattle (formerly KHIT); and KOAI-FM in Dallas (formerly KTKS).

Westfield, N.J.-based **Statistical Research** is adding several enhancements to its RADAR report of radio network ratings. In November, the research firm will increase its RADAR sample to 12,000 respondents, up from 8,000. SRI will continue to take an average of two consecutive six-month survey periods to produce network audience data and commercial clearance information, but will now use only the most recent six-month period for publishing lists of network affiliates. Another change in clearance information involves the selection of specific weeks for which clearances are processed. SRI will change its selection policy to include 12 possible weeks spread over six months, officials said.

Folsom Radio Ltd., owner of KIOQ-AM in Sacramento, Calif., has shut down the station in preparation for the launch of a new station in late November. Officials say the station, which broadcasts at 1030 AM, will return with "a unique blend of music and information" and new call letters. The station is off the air so the owners can make technical improvements in the station's transmitting power that would expand its coverage area.

NATIONAL SYNDICATION STANDINGS

For the week ended Sept. 20

	Rating	Stations	Coverage
1. Wheel of Fortune	16.0	213	98%
2. Jeopardy	11.9	197	95%
3. WWF Wrestling	10.1*	237	94%
4. Univ. Pictures Debut Net.	8.7*	117	92%
5. Oprah Winfrey Show	8.6	200	99%
6. Wrestling Network	8.1*	181	91%
7. People's Court	7.2	193	98%
8. Oprah Winfrey Show (b)	6.8	147	84%
9. Draw	6.6*	171	87%
10. Entertainment Tonight	6.3*	165	93%
11. She's the Sheriff	5.7*	149	86%
12. National AIDS Awareness Test	5.4	112	87%
13. Ducktales	5.3	134	66%
People's Court	5.3	162	76%
15. Lifequest: Ageless America	5.2*	149	91%

*Includes multiple airings. (b) Pre-empted.

Source: Nielsen Fast Weekly Syndication and Occasional Network Report. Includes only subscribers to the service.

Sports

Taking advantage of the programing gaps created by the NFL players' strike, **Orbis Communications** is offering a one-hour special, "Distant Replay." The program is being offered on a cash-only basis and has a window of Oct. 4 to Jan. 31, 1988. Hosted by journalist Dick Schapp and former Green Bay Packer Jerry Kramer, authors of the best-selling sports book, "Instant Replay," the program looks at the first Super Bowl in 1967.

"Countdown to '88, the Seoul Games," a weekly pre-Summer Olympics limited series offered by Garland, Texas-based **ProServ Television**, is set to air on several NBC stations, including WNBC-TV in New York; WMAQ-TV in Chicago; KSDK-TV in St. Louis; and WLWT-TV in Cincinnati. The weekly half-hour show begins the weekend of March 26, 1988, and ends the weekend of Sept. 11, 1988. ProServ is also offering 11 weeks of pre-Winter Olympics coverage, beginning Nov. 28.

Syndication

Syndicated talk show host **Phil Donahue** has offered the Democratic presidential candidates an absolutely free, unedited forum to talk among themselves. Penny Rotheiser, publicist for "Donahue," said the producers hope to tape the show in Washington sometime this week. "There's been all this talk about media interruption. We think it will be interesting to see how they do without it," Ms. Rotheiser said. "Phil calls it the ultimate in deregulation." Mr. Donahue would appear for only 30 seconds to open the show and 30 seconds to close the show. The 90 minutes of free-wheeling discussion would be cut into two one-hour shows.

Select Media Communications, the New York-based syndicator known for its nationally distributed vignette programing, will continue to market "Intermission," a short-form movie trivia feature designed to be aired during a TV station's movie broadcasts. Select Media renewed the feature for a second year on Sept. 28. Thirty seconds in length with a 30-second commercial, "Intermission" is aired on stations representing 86 percent of the country, including KTLA-TV in Los Angeles and WPWR-TV in Chicago.

New York-based **Multimedia Entertainment** is preparing a new game show, "Sweethearts," hosted by Charles Nelson Reilly. Co-produced by Multimedia and Richard Reid Productions, "Sweethearts" is scheduled to premiere in September 1988. The show will involve a panel of celebrities who will have to guess which couples appearing on the show are real "sweethearts" and which aren't.

"Tales From the Darkside" began its fourth season on the air in first-run syndication the week of Sept. 21, according to Laurel Entertainment. The series airs on more than 100 U.S. TV stations.

MTM Distribution has announced that "Rumors," its initial first-run syndicated program offering, will be produced for a September 1988 debut in association with Procter & Gamble, Three B Productions and Carson Productions. The latter company will clear one minute of national ad time for each half-hour episode of the cash-barter strip, which is proposed for fringe, access and late-night time periods. The reality-based series will check out widespread rumors and mysteries through five bureaus, with the results reported by co-hosts in Hollywood and New York.

American Film Technologies last week said it will colorize **"Sands of Iwo Jima,"** the 1949 film starring John Wayne, for syndication by Republic Pictures Corp. The film will be available next spring. AFT is a new player in the colorization business. The program will be offered on a barter basis.

The Disney Channel has purchased "Risking It All," a 26-part adventure series hosted by Richard Crenna, and 13 new episodes of "Orphans of the Wild" from WesternWorld Television. The syndicator has also entered into a program development deal with The Discovery Channel for a one-hour documentary, "Crocodiles."

Other

Playboy Enterprises founder and Chairman **Hugh Hefner** has been honored by the Southern California Cable Association for his "continued defense and support" of the First Amendment. The SCCA annually honors an individual or group for "outstanding contributions to the cable industry." Playboy Video Corp. became a national cable TV programer in 1982.

MCA TV International has completed a deal with Channel 10 in Perth, Australia involving about 1,500 hours of TV series, miniseries and specials, plus about 200 feature films, according to Colin Davis, MCA TV International president. Channel 10 is scheduled to begin operations in March 1988 as the first major commercial TV station to be licensed in Australia in 20 years.#

World Radio History

CBS ponders problem of too much cash

If you've been worried about CBS lately, you can relax.

Sure, CBS's network TV ratings haven't been spectacular. And, true, a continuation of the NFL players' strike won't help.

But the big problem that CBS might be facing in the months ahead is what to do with excess cash.

For those who read the financial news once every few weeks, reports of CBS's potential embarrassment of riches might come as a surprise. It wasn't long ago that Wall Street was bemoaning a supposedly weak TV ad market—so weak that the CBS TV network was going to report a loss for 1987.

While Wall Street never panicked over those reports, it nonetheless took them seriously. And for good reason. It's not easy to lose money in the network TV business.

FOCUS ON FINANCE

M. Howard Gelfand

Complain all you want to about videocassette recorders and cable TV and too much sports, but in the past a TV network has had to be pretty darned bad to lose money.

But it looks like things are getting back to normal. Analysts now expect CBS-TV to report a profit this year, thanks to cost cuts and a rise in demand for ad time.

CBS's latest worries result from the dire threat of Sony practically forcing CBS to sell its record division. The threat comes from the prospect of an offer just too juicy to pass up.

Obviously, Wall Street has been taking the threat pretty seriously, because CBS stock has been rising again lately—up to about $215 a share on the New York Stock Exchange.

The price has been hovering near the 52-week high after dipping to about $121 a share in the past 12 months.

The demand for CBS stock comes as many analysts have been raising their earnings estimates for the company. Most estimates project CBS earnings at about $9.25 a share this year, up from $7.52 in 1986. For next year, the consensus is that CBS will earn somewhere around $13 a share.

While earnings estimates have been going up, the demand for CBS stock results more from speculation about CBS Records. At press time, CBS was considering Sony's offer to purchase the records division for something more than most analysts figure it's worth.

Estimates varied as to what Sony was offering, but it was generally agreed that the figure was at least $2 billion. While the division did report profits of $162 million in 1986, most analysts agreed that CBS was going to have trouble walking away from such an offer.

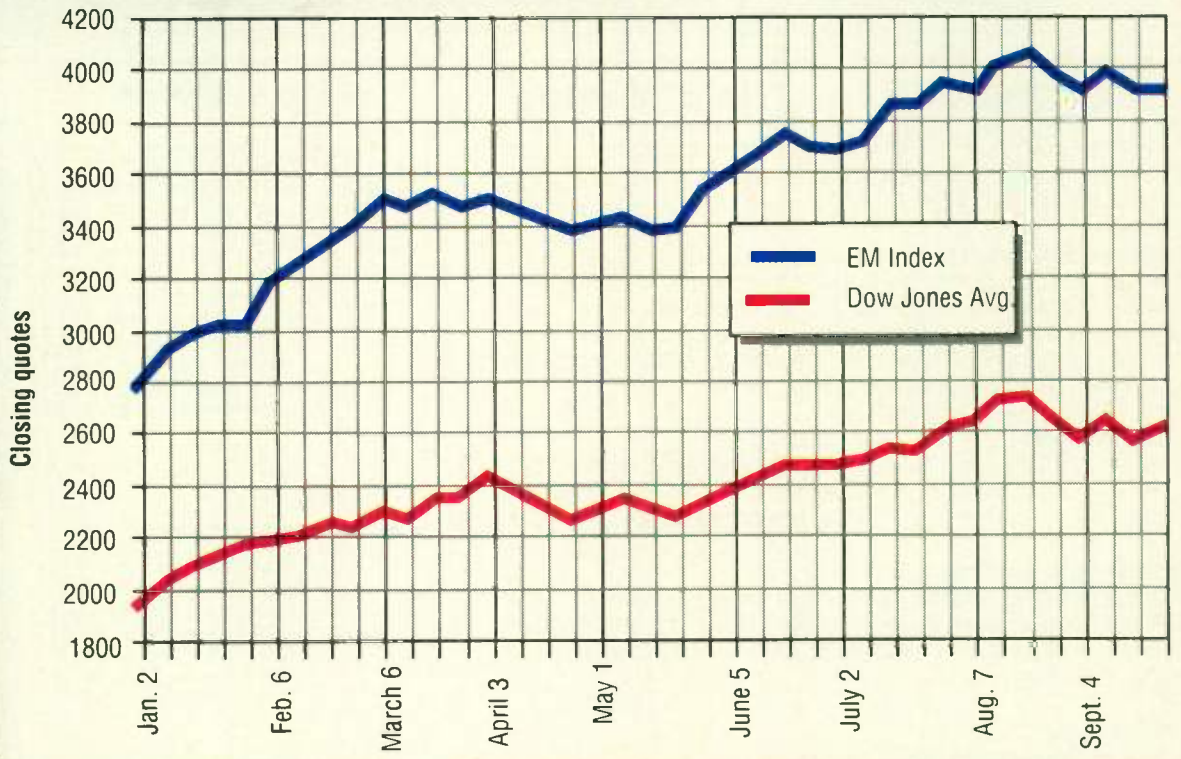
In fact, the prospect was that CBS's stock might just keep rising if such an offer was made.

"If they got over $2 billion, the market would view that very favorably and the stock would probably respond accordingly," says Michael Arends, associate director of research for Kemper Financial Services in Chicago.

Mr. Arends estimates that the division will earn about $175

(Continued on Page 39)

ELECTRONIC MEDIA stock index vs. Dow Jones average



ELECTRONIC MEDIA stock index results for the week ended Sept. 25

WINNERS

	Sept. 18	Sept. 25	Change
Tribune Co.	$44.50	$47.50	+6.74%
Disney	$73.88	$76.88	+4.06%
MCA	$60.00	$61.75	+2.92%
Viacom	$24.38	$25.00	+2.54%
General Electric	$59.88	$61.25	+2.29%
United Cable	$23.75	$24.13	+1.60%
Taft	$154.75	$156.13	+0.89%
King World	$27.38	$27.50	+0.44%

	Sept. 18	Sept. 25	
Turner Broadcasting	$12.38	$12.38	Unchanged
Coca-Cola	$48.13	$48.13	Unchanged
Scripps Howard	$81.00	$81.00	Unchanged

LOSERS

	Sept. 18	Sept. 25	Change
Time Inc.	$105.00	$104.63	-0.35%
A.H. Belo	$68.88	$68.50	-0.55%
Cap Cities/ABC	$423.00	$419.50	-0.83%
Gulf & Western	$84.63	$83.88	-0.89%
Gannett	$51.00	$50.25	-1.47%
Multimedia	$71.00	$69.75	-1.76%
Jones Intercable	$14.13	$13.88	-1.77%
CBS	$213.75	$207.88	-2.75%
Lorimar Telepictures	$16.75	$16.25	-2.99%
TCI	$27.38	$26.50	-3.21%
Cablevision	$30.38	$29.00	-4.54%
Comcast	$24.13	$23.00	-4.68%
Home Shopping	$14.13	$11.38	-19.46%

Source: Nordby International

British firms to finance Telecom's TV projects

By **RICHARD MAHLER**
Los Angeles bureau chief

LOS ANGELES—Telecom Entertainment has lined up British financing for the co-production of a number of programs for the next two TV seasons, including network miniseries and made-for-TV movies.

The production company has $20 million in commitments for programing from 1987 to 1989 from several unspecified London-based TV companies. Telecom says the financial backing is its largest ever.

Telecom is developing projects that can be simultaneously distributed in the United Kingdom and the United States, as well as other countries.

Proposed shows in various stages of development include:

- "Love and Terror," an hour-long CBS late-night series from Art Wallace, creator of the long-running ABC daytime serial, "Dark Shadows."
- "The Hiding of Anne Frank," a two-hour made-for-TV movie for CBS. The General Foods Golden Showcase presentation is written by William Hanley, from the book by Meip Geis. It will begin filming Oct. 20 in Holland.
- "Breaking Home Ties," a two-hour made-for-TV film starring Eva Marie Saint and Jason Robards, currently in production. John Wilder wrote the story, based on a Norman Rockwell illustration.
- "Are You Lonesome Tonight," a four-hour miniseries for NBC based on Lucy deBarbin's story of her romance with Elvis Presley.
- An additional miniseries and made-for-TV movie for CBS, plus a two-hour film for NBC.

Telecom recently relocated here from New York, although it will still maintain an office in New York and in London. The British office will handle the international co-ventures, while the office here deals with the American creative community.#

Home Shopping Network requests investigations

CLEARWATER, FLA.—**The Home Shopping Network** here has asked the Securities and Exchange Commission and the American Stock Exchange to investigate the source of "false and misleading rumors" concerning its business and financial conditions, which may have manipulated the erratic pricing of its stock this year. HSN officials contend their company is in an unprecedented position of financial strength.

In other news, HSN has decided not to complete the proposed acquisition of Baltimore Federal Financial.

* * *

OAKLAND, CALIF.—Family Stations Inc. here has sold KEBR-FM in Sacramento, Calif., to Chicago-based **Duchossois Communications Co.** for $7.4 million. Family Stations, a non-profit station group, owns 25 FM stations, five AM stations and KFTL-TV in Stockton, Calif. Duchossois owns KDSM-TV in Des Moines, Iowa and three AM/FM outlets.

BUSINESS BRIEFS

ENGLEWOOD, COLO.—**Jones Intercable** here has sold cable TV systems in Illinois, Minnesota and Maryland to Cable TV Fund 14-A Ltd., a limited partnership of which Jones is general partner. The deal was valued at about $45 million.

* * *

KALAMAZOO, MICH.—Busse Broadcasting Corp. has acquired Kalamazoo's WWMT-TV, one of five TV stations recently transferred to Busse from Nashville, Tenn.-based **Gillett Holdings**.

* * *

LOS ANGELES—**New World Entertainment** here last week dropped its bid for Kenner Parker Toys that was made through its Marvel Entertainment Group subsidiary. New World had bid $47 a share for the toymaker, which earlier had accepted a bid from Tonka Corp. for $51 a share, or $622 million.#

World Radio History

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KLAS-TV
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FULL SOLAR ECLIPSES HAPPEN MORE OFTEN THAN OPENINGS AT WJXT and this time we're looking for a GRAPHIC SERVICES MANAGER who shines; an excellent manager of people and resources; who's fluent in all aspects of contemporary television design. Three years supervisory experience is essential. Versatility is key. You'll be managing people, resources, and designing for an air, print, and studio. If you've got the skills, we've got the facilities: Quantel Paint Box, 2 channel ADO, 2 Grass Valley 300s, and Macintiosh desktop publishing. And the best part: We're a Post-Newsweek station. That means you'll work with broadcasters who are enthusiastic about design. We have an invigorating hands-on environment where the sky's the limit for the right person. Please send tape and resume to Ann Pace, WJXT, Box 5270, Jacksonville, Florida, 32207. Please, no phone calls. EOE.

PROGRAM MANAGER--Reports to the President and General Manager. Responsibilities include the following: Set goals, determine plans for Program, Production and Public Affairs. Monitor systems and daily activities. Administer station program schedule. Negotiate terms, purchase and schedule local programs. Liaison with Network regarding programs. Work with Sales in developing opportunities and increasing ROI. Maintain FCC License commitments. Manage Program, Production and Public Affairs budget and Program amortization controls. Overall station positioning in the market; on-air image (short-term and long-term), goals, planning. EOE/M/F. Send resume to: Nancy S. Schachnovsky, Director of Human Resources, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. No phone calls please.

WHNS-TV21, Pappas Telecasting is seeking to fill a position of Regional Marketing Specialist in the Greenville-Asheville-Spartanburg market. Qualified applicants should have either 2 years Local Marketing or Regional Marketing Independant experience. Send resume to: Personnel Manager, WHNS-TV, 21 InterstateCourt, Greenville, SC 29615. EOE M/F/H

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Camelot Entertainment Sales Inc., seeks Research Analyst with 1-2 years experience including knowledge of NTI data. Send resume to Noreen McGrath, Camelot Entertainment Sales, Inc., 1700 Broadway, New York, NY 10019. 212-315-4747

Help Wanted

NEWS REPORTERS
Are you ugly, and a good journalist, and can't find a job in television? We are expanding, and have openings for two reporters. If you are not a great writer, don't apply. We will check your references, check ours. (Yes, we also hire average and good-looking people). Send tape, resume, and references to:
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KLAS-TV
P.O. Box 15047
Las Vegas, NV 89114
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PROGRAM MANAGER

Progressive, group-owned indy, in California's fastest growing market, is seeking an experienced program professional. This challenging position includes program acquisition and research, ratings analysis, syndication, contracts, and scheduling. We are looking for a team player who will work closely with sales, promotion, and operations. Independent experience a must. Send your resume to:
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Major radio network company seeks Senior Research Analyst. Requirements: Handle on-line retrival of audience data from major broadcast research suppliers, formulate and analyze ratings and audience data; develop Research and Frequency analysis; provide research sales support materials. 2-3 years of broadcast research experience required. Send resume including salary history to:
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WPLG-TV in Miami is seeking a **staff designer** with well-rounded design experience and high-level skills in print and video production, drawing and illustration. Send resumes to: Jim Hayek, design manager, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

WTVJ-TV in Miami is seeking an **accountant** with experience in automated accounting to prepare and key journal entries and issue weekly sales projection reports and financial statements. Send resumes to: Personnel Department, WTVJ-TV, 316 N. Miami Ave., Miami, Fla. 33128. Phone: 305-579-1200.

Cable TV

CNN in Atlanta is seeking **three producers and five writers** with experience on the local level for its new video newsfeed service "Newsource." Send resumes to: Paul Amos, vice president, CNN, One CNN Center, P.O. Box 105366, Atlanta, Ga. 30348-5366. Phone: 404-827-1800.

Shop Chicago, a local cable home shopping service in the Chicago area, is seeking an **ad sales representative** with sales experience and knowledge of the Chicago metropolitan area. Send resumes to: Sabrina Poole, Shop Chicago, 688 Industrial Drive, Elmhurst, Ill. 60126. Phone: 312-832-5200.

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Sun World Satellite News in Washington is seeking **two television reporters** with two years experience in local television news and strong, fast writing and editing skills. Send resumes to: Cynthia Neu, president, Sun World Satellite News, 444 N. Capitol, Suite 601C, Washington, D.C. 20001. Phone: 202-783-7173.

WBIR-TV in Knoxville, Tenn., is seeking a **news photographer** with one to two years experience at a commercial news organization. Must be able to edit ENG tape and be able to work with microwave equipment. Send resumes to: Gary Davis, chief photographer, WBIR-TV, 1513 Hutchison Ave., Knoxville, Tenn. 37917. Phone: 615-637-1010.

WPLG-TV in Miami is seeking a **newscast producer** with three years experience as a producer in a commercial TV newsroom. Send resumes to: Sharon Buchanan, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

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WWUS-FM in the Florida Keys is seeking a **program/production director** with strong production skills. Send resumes to: Bob Soos, WWUS-FM, Route 5, Box 183E, Big Pine Key, Fla. 33043. Phone: 305-872-9100.

WFCR-FM in Amherst, Mass., is seeking a **development director** with experience in coordinating fund-raising campaigns to oversee all fund-raising and public relations activities. Send resumes to: Laura Howard, division of continuing education, 6th Floor, Goodell Building, University of Massachusetts, Amherst, Mass. 01003. Phone: 413-545-2879.

Other

Currie Communications, a television ratings and research consulting firm in Agoura Hills, Calif., is seeking to fill three positions:

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Send resumes to: Jon E. Currie, president, Currie Communications, 30423 Canwood St., Suite 128, Agoura Hills, Calif. 91301. Phone: 818-706-1690.

F & F Productions in St. Petersburg, Fla., is seeking a **graphics operator** with extensive background and experience with Chyron 4100 EXB, vidifont and working knowledge of Cubicomp PictureMaker system. Send resumes to: Jan DeCamp, F & F Productions, 10393 Gandy Blvd., St. Petersburg, Fla. 33702.

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.#*

Most of TV's laugh tracks made by 2 tiny companies

(Continued from Page 24)

laughter to a show, he says. They also add ambience and, in some cases, may actually have to tone down laughter.

Sometimes a member of a studio audience may have an annoying laugh that has to be edited out, he explains.

There can be as many as 100 to 150 laughs in a typical half-hour sitcom, Mr. Douglass says, and it may take him as many as 50 to 60 hours to put the right kinds of laughs on tape before he goes into a session. Different shows require different types of laughter, he says, either because of the size of the studio or the age group of a particular audience.

The laughs for the tracks in the laugh box may be from other studio sessions of the same show or from different shows, as long as the laughs are compatible.

"The more shows we have, the better," explains Mr. Douglass. He says the laugh men keep recordings of edited-out material from shows because "sometimes you can mix and match."

While videotape studios charge about $270 per hour, the laugh men charge about $140 to $160 an hour to add laughter to shows. However, "we have a lot of dead time," Mr. Douglass says, citing the seasonal aspect of the business.

On the average, the laugh men charge about $250 to $400 to do a half-hour show, depending on the program, he said.

This season, each of the networks have new comedies that don't use laugh tracks or even studio audiences. NBC's "The Days and Nights of Molly Dodd," ABC's "The Slap Maxwell Story" and CBS's "Frank's Place" have no laughter. Jay Tarses, who produces "Molly Dodd" and "Slap Maxwell," said of laugh tracks: "I hate them. I think they're offensive. I don't think people need to be told when to laugh."

But Mr. Douglass likens a TV comedy without a laugh track to viewing a film in an empty theater. He says a laugh track creates the same kind of "contagious laughter" experienced in a crowded theater.

And the laugh man doesn't see any trend away from recorded laughter. He points out that about 90 percent of comedy shows on TV have been "sweetened" with recorded laughter.

In anticipation of an increased work load, he is planning to double the size of his work force—to two.#

CBS pondering problem of having too much cash

(Continued from Page 37)

million this year, although he says the figure depends on the success of albums by Bruce Springsteen and Michael Jackson.

Mr. Arends, who was among institutional analysts who attended a presentation by CBS majority stockholder Laurence Tisch recently, said CBS would have two main immediate options if it sold the division.

CBS could buy another TV station to bring its coverage of U.S. TV households closer to the 25 percent limit. However, says Mr. Arends, the current price of TV stations seems to make such a purchase unlikely.

"The second option would be to replace the records division with another leg on the stool —a related media or entertainment business," says Mr. Arends. "We could see a major acquisition."

Most analysts believe that Mr. Tisch is sincere when he says he's not anxious to sell the business. But no one doubts that he'll urge the CBS board to approve a sale if the price is right.

"It might be a good time to sell because they might have some non-recurring earnings, because Michael Jackson has presold 2.5 million albums even though he got lousy reviews," says Scott Black, who in the past has bought CBS shares for Boston's Delphi Management.

Just what the right price would be is subject to controversy on Wall Street, but Alan Gottesman, media analyst for L.F. Rothschild, says: "I'd have to re-evaluate my opinion of CBS management if this thing were to go for less than $2.5 billion."

Mr. Gottesman says that the division may be worth that much or more to Sony because of Sony's somewhat tenuous position as a pioneer in the field of digital audio tape recorders. "Sony pioneered the videotape business and wound up a loser because its Beta format became an orphan in the market," he says. "There was nothing intrinsically better about the VHS format, but another form of software simply became more popular.

"Having invented the market and getting creamed, I think Sony decided never to let that happen again. So now the next big consumer electronic product is digital audio tape, but the record companies don't want to play along. So Sony may think that the only way to solve the problem is to buy CBS Records and supply the software itself."

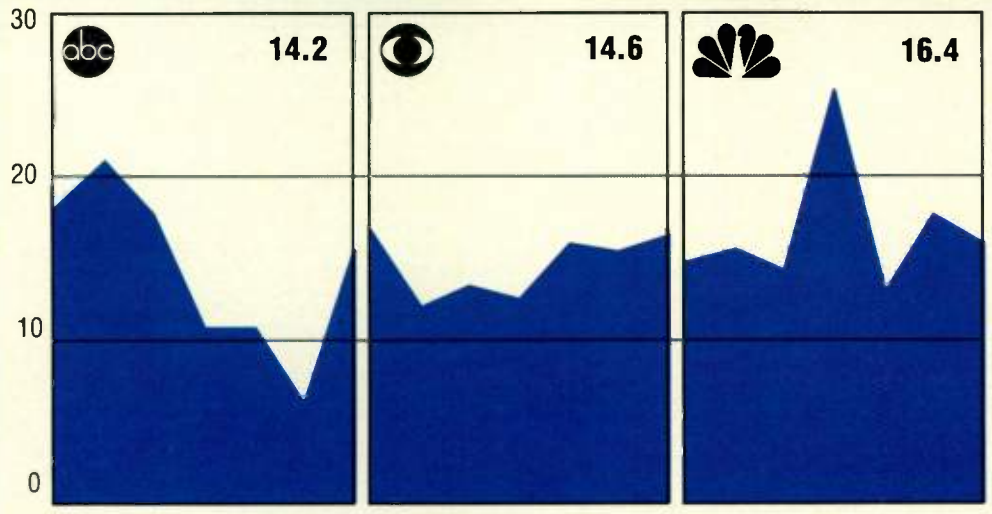
Adds Mr. Gottesman: "From CBS's point of view, it's never a trick to sell an asset for what it's worth. There's no incentive to do that, either, because the one thing that CBS doesn't need at the moment is cash.

"But if somebody offered them more than it's worth, they'd take the money. That's what they did with their (Ziff-Davis) magazine business. It's a case of heads they win, tails they don't lose."#

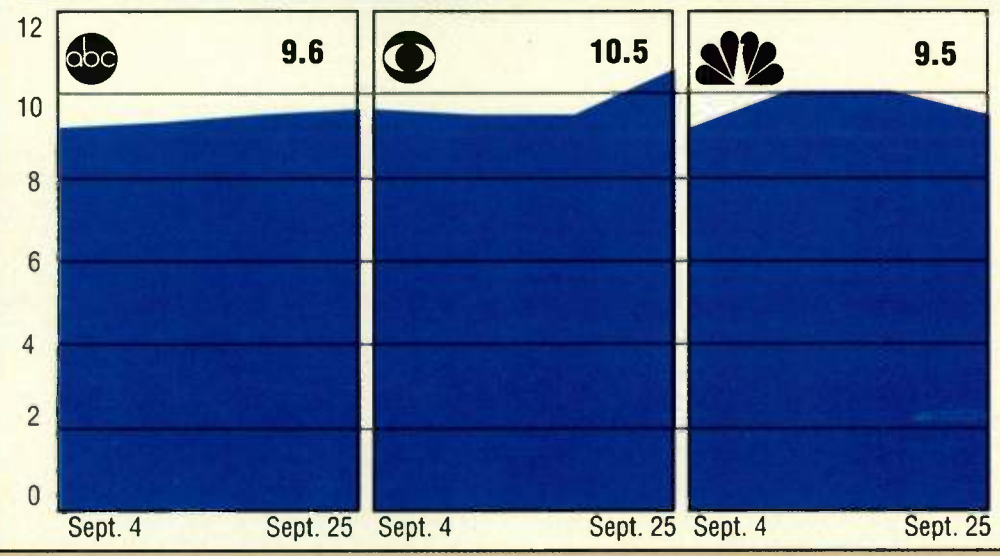
World Radio History

SEASON-TO-DATE RATINGS (WEEK 1) SEPT. 21 THROUGH SEPT. 28

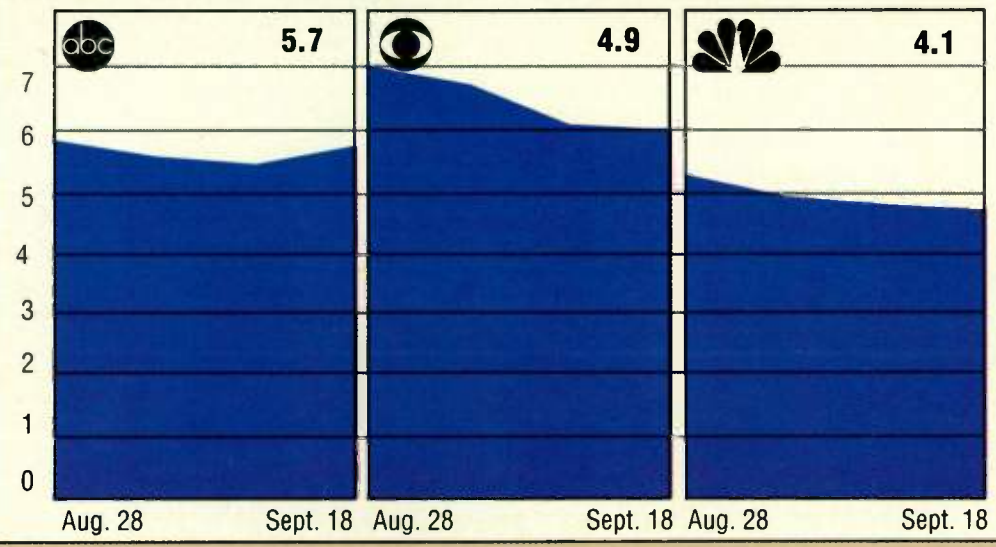
NETWORK PRIME TIME



NETWORK EVENING NEWS



NETWORK DAYTIME

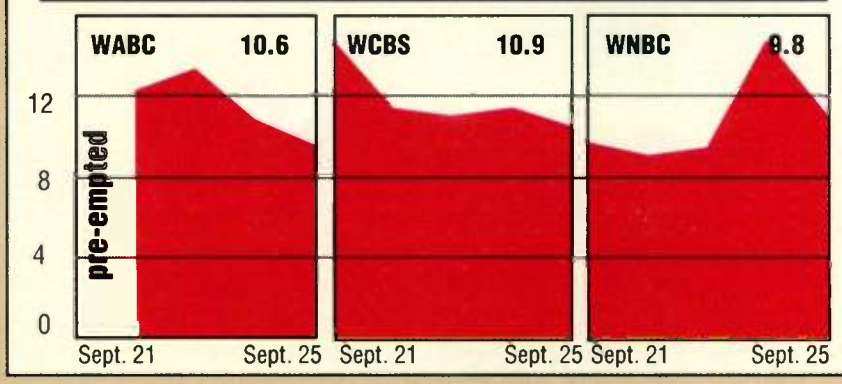


IN THE SPOTLIGHT

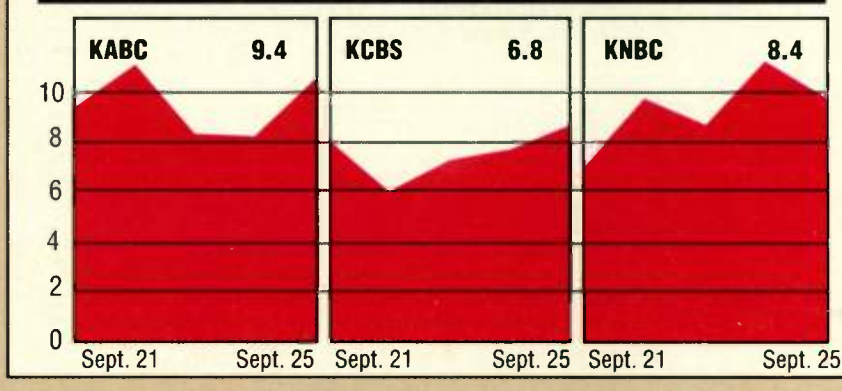
Network race demographics

Women 18-49	Men 18-49	All viewers
NBC	**ABC**	**NBC**
11.5	9.7	10.6
ABC	**NBC**	**ABC**
10.6	9.1	9.5
CBS	**CBS**	**CBS**
8.8	7.1	8.8

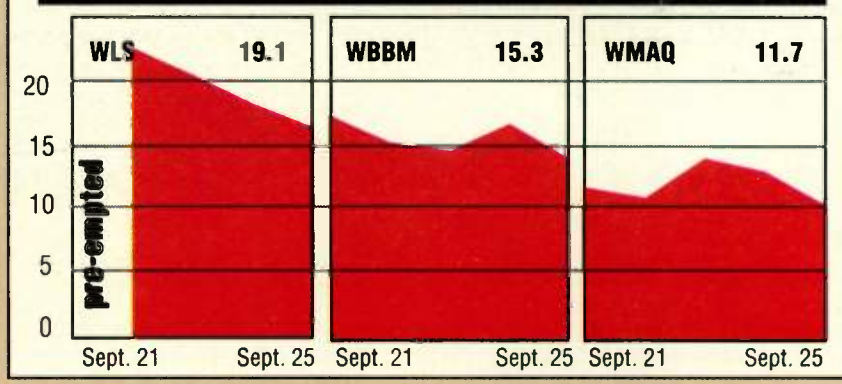
NEW YORK 11 P.M. LOCAL NEWS



LOS ANGELES 11 P.M. LOCAL NEWS



CHICAGO 10 P.M. LOCAL NEWS



SEASON-TO-DATE RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS

1	Family Ties	NBC	20.3/37	20.	Sunday Night Movie	CBS	13.0/23	39.	Equalizer	CBS	10.2/21
2.	The Cosby Show	NBC	19.3/37	21.	Head of the Class	ABC	12.9/24	40.	Slickers	NBC	10.1/18
3.	Cheers	NBC	18.8/34	(t)	Spenser: For Hire	ABC	12.9/24	41.	Old Dogs	ABC	9.9/19
4.	Growing Pains	ABC	17.9/34	23.	Night Heat	CBS	12.7/24	42.	Perfect Strangers	ABC	9.8/19
5.	Monday Night Movie	ABC	17.4/31	(t)	227	NBC	12.7/27	43.	Hotel	ABC	9.7/20
6.	Who's the Boss?	NBC	15.7/31	25.	Kate & Allie	CBS	12.2/23	44.	Monday Night Movie	NBC	9.5/17
(t)	60 Minutes	CBS	15.7/33	26.	MacGyver	NBC	11.9/21	45.	Webster	ABC	9.4/20
8.	Moonlighting	ABC	15.4/27	27.	Crime Story	NBC	11.8/24	46.	Mike Hammer	CBS	9.3/17
9.	Murder, She Wrote	CBS	15.3/29	28.	Houston Knights	CBS	11.7/21	47.	Mr. Belvedere	ABC	9.2/19
10.	Days...of Molly Dodd	NBC	15.0/26	29.	Night Court	NBC	11.6/21	48.	West 57th	CBS	8.9/18
(t)	Miami Vice	NBC	15.0/29	30.	Amen	NBC	11.5/23	49.	St. Elsewhere	NBC	8.8/18
12.	Golden Girls	NBC	14.1/28	31.	20/20	ABC	11.4/21	(t)	Highway to Heaven	NBC	8.8/16
13.	L.A. Law	NBC	14.0/26	32.	Magnum, P.I.	CBS	11.1/20	51.	Rags to Riches	NBC	8.7/18
14.	ALF	NBC	13.8/26	33.	ABC Special Report	ABC	10.8/19	52.	Sunday Night Movie	ABC	8.6/16
(t)	Hunter	NBC	13.8/28	(t)	David Letterman Special	NBC	10.8/20	53.	Baseball Preview	NBC	8.5/18
16.	Newhart	CBS	13.7/24	35.	Saturday Night Movie	CBS	10.6/22	54.	Thursday Night Movie	CBS	8.4/15
17.	Valerie	NBC	13.6/25	(t)	Cagney & Lacey	CBS	10.6/19	(t)	Simon & Simon	CBS	8.4/16
18.	Designing Women	CBS	13.3/23	(t)	Facts of Life	NBC	10.6/24	56.	Major League Baseball	NBC	8.2/16
(t)	Sunday Night Movie	NBC	13.3/24	38.	My Sister Sam	CBS	10.5/19	57.	Starman	ABS	7.8/16
								58.	Max Headroom	ABC	7.7/15
								59.	Scarecrow and Mrs. King	CBS	7.5/14
								60.	Adderly	CBS	7.4/15
								61.	Our House	NBC	7.1/15
								62.	Summer Playhouse	CBS	7.0/15
								63.	Sledge Hammer!	CBS	6.8/13
								64.	Our World	ABC	6.6/12
								65.	Disney Sunday Movie	ABC	6.4/13
								66.	Saturday Night Movie	ABC	6.1/12
								(t)	Charmings	ABC	6.1/11
								(t)	Dallas	CBS	6.1/12
								69.	Animal Crack-Ups	ABC	5.9/13
								70.	Ellyn Burstyn Show	ABC	3.3/ 7

Source: A.C. Nielsen Co.

World Radio History

Advertisers pull out of NFL games

(Continued from Page 3)

scramble" with advertisers opting out of NFL games or looking for positions later in the season.

"I think the ratings are going to be down substantially," said Mr. Von Urff. "There's a bit of a curiosity factor. But if there is a curiosity factor, that's going to be gone by Sunday afternoon."

NBC, like ABC and CBS, would not make any ratings projections for the replacement games.

"We're not expecting NFL ratings for these games," said Kevin Monaghan, NBC director of sports information. "We're more realistic than that."

CBS declined comment on ratings expectations for the regional doubleheader of six games it had scheduled.

Neal Pilson, president of CBS Sports, declined to speculate on whether CBS would carry the replacement games beyond the first week.

But earlier, one CBS executive said: "We're going to carry the games."

CBS has made no further inquiries about carrying additional College Football Association games, said Chuck Neinas, CFA executive director.#

NFL's future on radio uncertain

By ADAM BUCKMAN
Staff reporter

NEW YORK—Radio network and station executives last week were non-committal about their plans to continue to air the NFL's so-called "scab games" if the players' strike continues.

All stations and networks contacted by ELECTRONIC MEDIA last week planned to air the first group of substitute games yesterday and tonight.

But future plans are contingent on the quality of the substitute games and the size of the listening audience drawn by the first contests, some radio executives said.

Some stations are contractually obligated to carry the substitute games, which feature backup players hired to work during the strike.

"If the Chicago Bears organization fields a team and plays a game, we have to carry it," said Wayne Vriesman, vice president and station manager of Chicago's WGN-AM.

At WABC-AM in New York, President and General Manager James Haviland said his station would air New York Jets replacement games regardless of any contractual obligations.

"I haven't looked at the contract," Mr. Haviland said.

"What's more important is that I have a business relationship with the Jets to preserve."

Other officials said they would carry the first round of the substitute games because the public's curiosity about the contests seems strong.

"At least in the first week, I think there's going to be considerable interest," said Robert Hosking, president of the CBS Radio Division.

Besides the CBS Radio Network, Mutual Broadcasting System officials confirmed they plan to air the substitute NFL games. Mutual owns the rights to air two NFL games every Sunday during the season.

But whether listener interest in substitute games will extend beyond the first week is uncertain.

"If (the strike) continues, I'd rather they do no games at all than scab games," said Bob Abernethy, vice president and general manager of Boston's WHDH-AM, which recently began its first season of New England Patriots broadcasts.

Radio executives said the football strike would not hurt their profitability unless it continues a few weeks longer.

"If it goes on a long time, it will hurt us a great deal," said CBS's Mr. Hosking.

He is particularly disappointed because CBS Radio Network's NFL broadcasts "were going to be more profitable than we budgeted." CBS paid $17 million last spring for three years of rights to broadcast Sunday night and Monday night games on the radio network.

Michael Ewing, vice president and general manager of KRLD-AM in Dallas, said: "We're fans, too. We'd like to see this thing settled."

KRLD, which broadcasts the Dallas Cowboys, is the flagship station of the Dallas Cowboys Radio Network, the nation's largest. The Cowboys network has nearly 200 affiliates, including 20 Spanish-language outlets.

"We're just sitting here trying to plot strategy, and that's very hard when you don't know what's going on," said Gene Ashcraft, vice president and general manager of the Texas State Networks, which operates the Dallas Cowboys Radio Network.

Stations and networks were beginning to experience advertiser fallout over the strike last week.

Managers reported that companies with strong ties to labor unions were the first advertisers to express concern about advertising during substitute games.

Some of those advertisers have canceled their commercials until the strike is settled, radio managers said.

In response, some radio outlets were offering advertisers "bonus" commercials in other dayparts as an incentive for continuing to air commercials during substitute games.

When advertisers begin asking for "relief" in the form of refunds or bonuses, "we'll ask for relief from our rights contract," said Art Caruso, president and general manager of Cleveland's WWWE-AM, which carries the Cleveland Browns.

Other radio executives said they would seek a reduction in their rights fees if the strike drags on long enough to cripple their ability to profit from the season.

Or, it may be possible that networks or stations could negotiate to get an extension of their contract to make up for the lost games. After the NFL strike in 1982, CBS Radio Network got an extra year of rights added to its contract.#

'Geraldo!' defies the critics and gains viewers

(Continued from Page 1)

geles. "He does extraordinary numbers, and that's something daytime TV badly needs."

"The critics be damned," adds Darla Ellis, program director of ABC affiliate KUSA-TV in Denver. "I don't think it matters what they think. 'Geraldo!' is doing even better than I expected, and I'm thrilled and delighted."

The difference in opinion over Mr. Rivera's style is one of television's great paradoxes: What is it that makes critics scorn Mr. Rivera and viewers admire him?

Mr. Rivera believes his popularity is based on his passionate willingness to become involved emotionally, and sometimes physically, in the topics he covers.

"I love it that I'm seen as a court of last resort or as an ombudsman," he says. "I get thousands of letters of support."

One station publicist who's worked frequently with Mr. Rivera says he's constantly besieged by "blue-collar workers and people on the street who praise his 'sticking up for the little guy.' "

Yet most TV critics have greeted his do-gooder act with scorn.

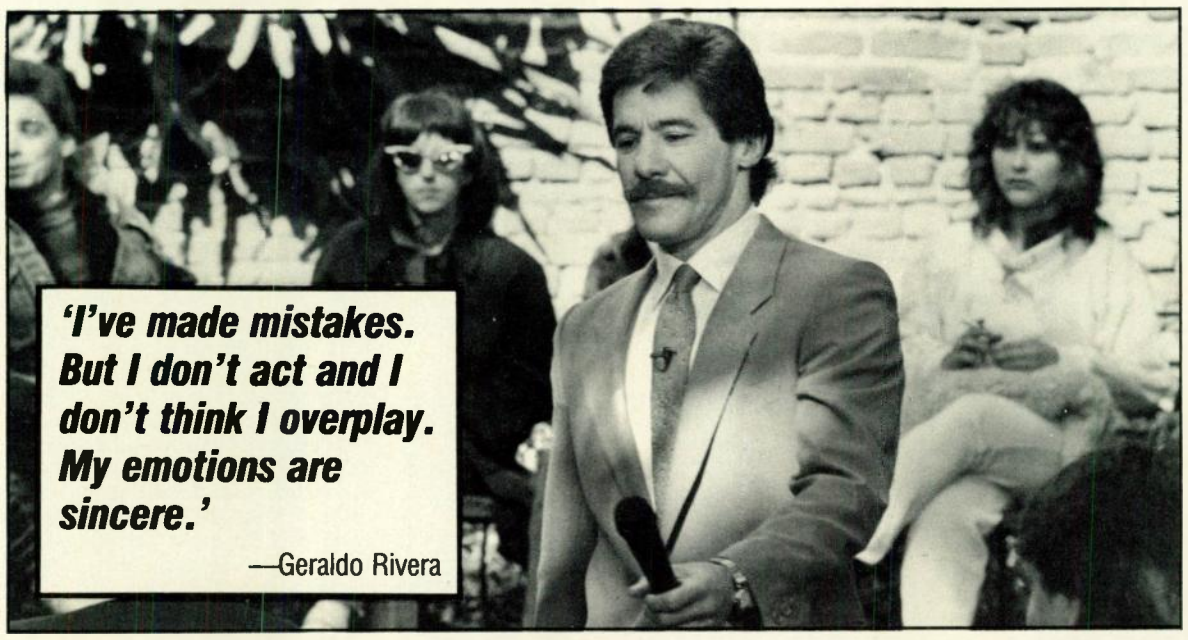
At the Los Angeles Herald Examiner, critic David Gritten recently launched a now-familiar attack of Mr. Rivera's style by claiming his questions are always couched "in terms that invite screaming tabloid-style headlines."

Howard Rosenberg, TV critic for the Los Angeles Times, once referred to Mr. Rivera in a review as "the human drug, injected into your home like a rusty needle."

Mr. Rivera says he doesn't expect to get good reviews and he admits that he's "not perfect. I've made mistakes. But I don't act and I don't think I overplay. My emotions are sincere.

"On and off camera, injustice makes me angry. I tend to react compassionately to victims and underdogs, passionately to villains and thieves," he says.

His show features controversial topics that seem destined to produce strong opinions, whether positive or negative.



During the first "Geraldo!" show, which focused on mental retardation, Mr. Rivera showed footage from his days as a young reporter at WABC-TV. That was where he exposed the overcrowded Willowbrook State School for Children, one of his most famous stories.

After running the tape, Mr. Rivera wiped his eyes and said the scenes still affect him after all these years.

He has tackled AIDS, racism and bias against female crime victims, the latter of which included an interview with Marla Hanson, a model and victim of a slash attack.

"The critics tend to be intolerant of mavericks," says Mr. Rivera, responding to the volley of harsh reviews his new program has received.

"They are unforgiving of people who break the mold. But I've always gotten solace from the viewers, and they're the ones who count."

And that count is off to a solid start. For the week of Sept. 21, according to A.C. Nielsen Co. reports from the 13 overnight markets, "Geraldo!" drew a 4.2 rating (percentage of TV homes).

The show still trails "Oprah Winfrey," which got a 9.2 rating for that week, and "Donahue" with a 6.2, but it placed ahead of another talk-show newcomer, "The Wil Shriner Show," which pulled a 2.1.

"Geraldo!" was first in its time period in Atlanta, Denver and Miami, with numbers that were higher than those attained by "Oprah" in that show's national debut last September.

"Geraldo!" also won its time period in Detroit and San Francisco, though it took a beating in New York with a 1.5 on WWOR-TV.

The show, produced by Mr. Rivera and Tribune Entertainment, is taped in New York and other cities for distribution to 94 stations.

Sheldon Cooper, president of Tribune Entertainment, says, "He's an activist reporter and that's what viewers like. He's someone the press likes to go at, and I don't think that's bad as long as they're not hitting him just to be hitting him."

Mr. Rivera long has cast himself as a champion of the causes of the meek.

After a brief stint as a poverty lawyer on the Lower East Side of New York, he joined WABC-TV in that city in 1970 as a specialist in social-cause stories.

After becoming a local star, he jumped to ABC in 1974 as host of "Good Night America," then later joined the network's "20/20" in 1978.

But he left that program after what he said was a dispute over the cancellation of a segment regarding Marilyn Monroe's relationship with the Kennedys. ABC said he resigned, but it didn't provide an explanation.

Last year, his syndicated special "The Mystery of Al Capone's Vaults" produced an empty vault but a record in ratings.

His plan for a syndicated talk show was bypassed by King World, then picked up by Tribune Entertainment.

Mr. Rivera's activism can create controversy, as it did after he joined law enforcement officials for live, on-air drug busts in the syndicated special, "American Vice: The Doping of a Nation."

Several lawsuits were threatened by those arrested, and one woman actually went to court in a case that was eventually dropped.

For "Geraldo!," attorneys stand by to scrutinize each show for potential legal problems.

Meanwhile, station officials are sticking up for Mr. Rivera and say the critical attacks on him appear to have no negative impact on viewers.

When KTLA, a Tribune-owned independent in Los Angeles, began airing "Geraldo" earlier this month, it captured its largest audience in years for the 9 a.m.-to-10 a.m. hour.

KTLA'S 4 rating, 16 share (percentage of sets in use) was eclipsed only by KABC's in-house talk show, "AM Los Angeles."

"The critics seem to be behind the times," says KTLA's Mr. Bell. "Geraldo is an outsider, a Puerto Rican Jew who uses the medium in non-traditional ways. The audience likes a maverick who's not afraid to be unpopular with the establishment."

But it remains to be seen whether Mr. Rivera's solid ratings will continue.

At some stations, the ratings have trailed off a bit. For example, on KTLA the show averaged a 2.6 rating during the week of Sept. 21.

Also, some station executives report that their ratings rise and fall depending on each episode's topic.

Mr. Rivera prefers not to compare himself to Oprah Winfrey or Phil Donahue, the returning daytime talk show hosts who've lured big audiences with their provocative audience-participation programs.

"I think of myself as having the style of (ABC-TV's 'Nightline' host) Ted Koppel and the audience of Phil Donahue," Mr. Rivera says.

"I think daytime audiences have been low-balled in terms of topics. I can't be a soap opera or a Chippendale interviewer; I need an issue."

He also says he isn't worried about running out of hot topics.

"My viewers are people who are frustrated with not having a specific vehicle on television for dealing with what they regard as very real problems," Mr. Rivera says.

"I like to use TV to effect positive social change, and I think you're seeing people respond to that."#

World Radio History

He-Man and the Masters of The Universe was the subject of a recent court case.

Court ruling on kids' shows heartens advocacy groups

By DOUG HALONEN
Staff reporter

WASHINGTON—The future of children's TV shows that revolve around a sponsor's toys, which have been criticized as "program-length commercials," may be in jeopardy.

At least that's the way children's advocates are hoping the chips will fall in the aftermath of a federal appeals court decision last week that threw out another children's TV ruling by the Federal Communications Commission.

This time around, the court junked an FCC ruling that would have relieved broadcasters of the obligation to disclose on the air the identity of toy manufacturers who sponsor product-based kids shows.

"We hope it will go a long way toward eliminating the exploitation of the child audience," said Frank Orme, president of the National Association for Better Broadcasting, a Los Angeles-based media watchdog group that prompted the court's action.

"I think it's a big victory," added Peggy Charren, president of Action for Children's Television.

But others seemed to believe that the watchdog groups might be making too much out of the case.

Barry Umansky, deputy general counsel for the National Association of Broadcasters, for instance, said an "easy cure" for the ruling would be to provide proper sponsorship identification for that sort of programing.

Said Bill Johnson, deputy chief of the FCC's Mass Media Bureau: "On the surface, it appears to be a mechanical thing, but there may be more to it."

Ms. Charren said the case can be read to suggest that the more than 70 programs designed to sell toys are commercials.

ACT is supporting legislation that would force the FCC to reimpose limits on the amount of commercials in children's programing.

In the court case, the NABB's complaint focused on "He-Man and the Masters of the Universe," a cartoon show produced by toy manufacturer Mattel and Group W Productions. The show was made available to stations on a barter basis.

NABB contended that the law required stations to identify Mattel's sponsorship of the programing, which revolves around Mattel toys. But the FCC ruled against the association, thereby prompting the lawsuit.

In an opinion written by Judge Spottswood Robinson, the appellate court held the agency's interpretation of the law "plainly conflicts with the unambiguously expressed intent of Congress."

Earlier this year, a different group of judges on the same court struck down an FCC decision abolishing limits on the amount of advertising permitted on children's television.

An FCC source said the agency had been hoping to address the latter case next month but that the court's new rejection could throw things off track.#

Morning show on CBS to seek middle ground

(Continued from Page 3)

"I think many affiliates are hoping we're not back where we started a year ago when the news division had a hard news broadcast in the 7 a.m.-to-9 a.m. time slot that didn't work," said Paul Raymon, vice president and general manager of WAGA-TV, the CBS affiliate in Atlanta.

"I think most of us would be happy with a program that isn't extreme in one direction or another."

Though "The Morning Program" has been modestly profitable and attracted new advertisers to the daypart, it garnered record low ratings and affiliate ire for being too lightweight.

The signing of Ms. Sullivan, most recently a substitute host on ABC's "Good Morning America" and host of the network's "Health Show," is regarded as a key factor in CBS being able to produce a more traditional and competitive morning show.

However, because the new two-hour morning broadcast will be designed along the lines of NBC's "Today" and ABC's "Good Morning America," CBS officials say it's unlikely the network will lose any of the expanded viewer demographics and advertisers it has gained in that daypart.

"Morning Program" hosts Rolland Smith and Mariette Hartley will depart after the show's final broadcast Nov. 27. Both hosts said they regretted the show's cancellation and that they had given it their best shot.

Ms. Sullivan, in addition to her morning news duties, is expected to serve as a substitute for "CBS Evening News" anchor Dan Rather.

Last week, Ms. Sullivan, who is expected to make at least $500,000 annually for three years, telephoned CBS affiliate chairman Phil Jones to assure station executives of her commitment to the new show.

Mr. Stringer last week said he already has discussed the second cohosting role with a number of prospects both inside and outside of CBS.

"I believe 50 to 60 percent of a show's appeal depends on getting just the right anchor combination," he said.

Veteran CBS News correspondents, including Charles Osgood, Bob Schieffer, Charles Kuralt and "Nightwatch" anchor Charlie Rose, are among those being considered, insiders said.

KATHLEEN SULLIVAN
Joining new CBS program

Mr. Stringer said some of the current morning contributors have been asked to stay for the new show. They include weather forecaster Mark McEwen, medical reporter Bob Arnott, consumer reporter Erin Moriarty and business reporter Robert Krulwich.

David Corvo, executive producer of "The CBS Morning News," which will continue as a straight hard news show from 6 a.m. to 7 a.m., will take on the added duties of executive producer of the new two-hour morning news program.

Faith Daniels, anchor of the early morning newscast, and Mr. Schieffer are top contenders to anchor the hard news segments of the new two-hour morning program, insiders said.

Bob Shanks, executive producer of "The Morning Program" since its inception last January, will return to independent production.

At least half of the current staff of 40 on "The Morning Program" are expected to be incorporated into a new staff of about 50, sources said.

A CBS official said the Nov. 30 starting date is a function of "the availability of talent and how quickly we can pull together a new show."

However, the network appeared to be attempting to circumvent plans by some affiliates to pre-empt the 7 a.m.-to-9 a.m. network programing early next year with syndicated and local programing of their own if "The Morning Program" continued to falter.#

Hospital chain challenging 'St. Elsewhere'

(Continued from Page 3)

NBC, which earlier had offered to air the advisory, did so at the tail end of last week's episode.

But that disclaimer alone doesn't satisfy Humana, said James Cox, a Louisville attorney representing Humana in the case.

While Humana chose not to appeal the ruling when it came down Wednesday evening, it is reopening the matter in a Louisville federal court on Thursday. Humana plans to press its trademark infringement case, as well as other charges of unfair competition and interference with the right of publicity.

Mr. Cox said his firm was still assessing what damage Humana's reputation may have suffered and is considering going after NBC for damages for an unspecificed amount.

Ric Cusick, a Louisville attorney representing NBC, agreed it was very possible that Humana would seek cash from the company.

He wouldn't discuss any other details of the case.

In "St. Elsewhere," Ecumena is depicted as a greedy, heartless organization which comes to the rescue of the financially troubled St. Eligius teaching hospital in Boston.

Mr. Cox said there were many confusing similarities between the fictional Ecumena and Humana, which runs teaching hospitals.

For example, the typeface and blue and white logos of both organizations are strikingly similar, he said.

And Ecumena, like the real Humana, is renovating its hospitals and installing artifical heart transplant units, he said.

Mr. Cox also said there was a startling similarity between the names of the chairman of the board of Ecumena—Wendell Collins—and Humana President Wendell Cherry.

At NBC, Curt Block, the network's vice president of media relations, would not comment on what defense NBC would take in court this week.

Mr. Block said that viewer reaction to last week's "St. Elsewhere" episode registered 33 complaints and 10 votes of approval—but those responses were caused when one character, Dr. Donald Westphall, "mooned" another character.

Mr. Block also gave no indication of whether future episodes of the series would carry the disclaimer or would be modified to eliminate references to Ecumena.

According to Mr. Block, "St. Elsewhere" producer MTM Enterprises has finished four episodes of the series, at a cost averaging about $850,000. Three shows have aired.

Officials at MTM could not be reached for comment last week.

This week, NBC plans to pre-empt "St. Elsewhere" for the National League baseball playoffs, an event scheduled before its legal tangles with Humana arose.#

World Radio History

Atlantic Cable attendance up

By JANET STILSON
Staff reporter

NEW YORK—The 1987 Atlantic Cable Show gets under way today with an anticipated 44 percent leap in attendance over last year's show.

The event, which takes place in Atlantic City, N.J., through Thursday, had a pre-registration list of 1,050 people as of last week. That figure is up from attendance of 690 people last year.

Diane Quinton, associate director of the New Jersey Cable Television Association, said the increase is partly due to a deal offered to cable companies by convention organizers. Companies now pay only for the first 15 employees attending the show, while the rest pay no admission fee.

Though attendance is expected to be way up, Ms. Quinton reports a slight decline in the number of exhibiting companies and booths.

This year's show will feature 170 exhibitors, compared to last year's 173. The number of booths declined to 328 from 338.

Other changes this year include a reduction in the number of seminars and panel discussions, a move designed to give exhibitors better opportunities for good floor traffic, Ms. Quinton said.

The show's hosts include the New Jersey association and cable organizations from Delaware, the District of Columbia, Maryland, New York and Pennsylvania.

The opening day is largely filled with sporting events and state association meetings.

Tuesday is highlighted by a keynote address by Ted Turner in keeping with the show's theme, "Makin' Waves."

Tuesday sessions include a look at federal issues facing cablecasters, moderated by Jim Mooney, president of the National Cable Television Association, and public relations efforts within communities, moderated by Susan Swain, vice president of corporate communications for C-SPAN.

Among the Wednesday sessions are an open forum hosted by Steve Effros, president of the Community Antenna Televison Association, and a panel on channel repositioning moderated by Brenda Fox, vice president and general counsel for the NCTA.

The show closes on Thursday with a discussion of subscriber retention and a high-definition TV demonstration.#

Narrowcast services multiply

(Continued from Page 1)

movie channel, the preview network Movietime Channel, TWA's 24-hour Travel Channel and the Orlando, Fla.-based National Shopping Club Celebrity Network.

Officials of several multiple cable system operators generally rate the new services' chances for success at about 50-50.

Marilyn Russell, program director at MSO Comcast Corp., reports that some of Comcast's systems have picked up The Fashion Channel, The Travel Channel and Festival.

But, she adds: "There's no new service we'd kill for."

For the most part, she says, the new networks aren't based on original ideas.

"We're talking about refried beans," she says.

While Jim Gray, president of Warner Cable Communications, agrees that the new services aren't "tremendously unique," he remains optimistic.

"I think the environment is greater today for more innovative programing ideas than ever before. There's a real interest and need for that," he says.

Industry executives point to several reasons why 1987 is proving so attractive to fledgling cable services:

- Entrepreneurs see dollar signs in cable's steadily increasing penetration of U.S. TV homes, which, according to Nielsen Media Research, is currently just under 50 percent.
- Established national cable networks have, in large part, made it into the profitability zone.
- Relatively low interest rates, when compared with four or five years ago, make borrowing a more attractive proposition.
- MSO equity offerings—still a fairly new twist in network launches—can provide services with significant distribution and/or financial backing.

For one service, TWA's The Travel Channel, getting MSO support could mean the difference between life and death.

Its penny-a-share offering prospectus to system operators, released last month, notes that if the "offering is not consummated as a result of the failure to achieve the minimum number of (full-time subscribers from participating systems), the company may not be able to continue its operations."

But one Travel Channel source brushes aside the warning. "It has to say dire things because the prospectus has to point out all possible risks."

At least one new service has already dropped out of the MSO offering race.

"We floated a trial balloon in February and had a smattering of interest, but the field was so crowded we decided not to go ahead," says Bill Baker, vice president of sales and marketing at Preview.

Comcast's Ms. Russell reports her company receives an equity offering almost every week.

Also contributing to the networking boom are changes in must-carry rules and the relaxation of regulations governing the cable industry, both of which promise a freeing up of channel availability.

Yet despite these rule changes, "there's still a terrible cable capacity crunch," says Ken Krushel, assistant vice president of new services at the MSO American Cablesystems Corp.

Making the competition even tougher are the new pay-per-view networks, which are after not just one channel but as many as four on a given service.

Overall, according to the National Cable Television Association, as of September there were 63 basic, pay, superstation and PPV services for systems to choose from.

"Operators are beginning to question the worth of channels. And in that environment, a number of new services have accelerated their launch dates" before capacity tightens even further, Mr. Krushel says.

In addition to the general conditions of the 1987 marketplace, the new networks point to reasons unique unto themselves for launching at this time.

Larry Namer, president and chief operating officer of Movietime Channel, a service previewing theatrical and televison offerings, notes a tremendous surge in the number of theatrical titles released in the fourth quarter.

Similarly, one home shopping service executive says a fall launch is particularly timely because her research shows 44 percent of all apparel is sold in the fourth quarter.

Others, such as Linda Frankenbach, vice president of sales and marketing for HBO's Festival, say their networks have been in development for years, and that the current cable television environment has little to do with their launch at this time.#

New targeted cable services

The Fashion Channel: 16-hour home shopping network specializing in apparel, with more than 6 million subscribers. Start Date: October.
Festival: HBO's 24-hour service targeted to older non-pay television viewers with about 50,000 subscribers. Start Date: May.
Movietime Channel: 21-hour system-specific service previewing theatrical, pay-per-view, pay-TV and basic cable programing with 2.2 million subscribers. Start Date: July.
Preview: 24-hour system-specific channel previewing cable programing, with an anticipated 1 million subscribers. Start Date: December.
Shop Television Network: 24-hour home shopping service with 48 half-hour daily programs targeting different consumer groups with an anticipated 1.5 million subscribers. Start Date: October.
Telaction: J.C. Penney Co. interactive home shopping and information service operating almost 24 hours daily and anticipating 125,000 at official launch in spring 1988.
The Travel Channel: 24-hour travel network, with shop-at-home offerings and 4.5 million subscribers. Start Date: February.
You TV: 24-hour health, fitness and well-being network with an 8-hour schedule repeated three times and an anticipated 7 million subscribers. Start Date: March 1988.

Source: Cable networks

'Star Trek' revival beams up high ratings on maiden voyage

(Continued from Page 1)

that were 146 percent higher than for the same time slot in November 1986.

Carol Myers Martz, KCOP-TV's program director, said the ratings for "Star Trek" were "exactly what I predicted."

However, programing executives at the three stations that came in third said they had hoped for even higher ratings.

"I had hoped for a 12," said LaRhe Vestal, who is the program director at Philadelphia's WTAF-TV, which placed third with a 10.5/15 for last week's "Star Trek" premiere.

Neal Sabin, program director of Chicago's WPWR, said he had hoped for a 15 rating.

WTXX in Hartford, Conn., was the other station that placed third in its market.

Its "Star Trek" broadcast scored 8.8/14; the station had hoped for a 15 rating.

In the other metered markets, KWGN-TV in Denver aired "Star Trek" and won its slot with a 17/28. The show gave Miami's WCIX-TV a win, too, with a 17.3/25.

Winning second place with "Star Trek" were KBHK-TV in San Francisco (11.7/18); WKBD-TV in Detroit (15.7/23); and KHTV in Houston (14.8/22).

The new series is being carried by 210 stations, including 112 network affiliates.

Collectively, those stations cover 99.3 percent of the country.

Promotion for last week's premiere episode was heavy. It included Paramount's home video release of the movie "Star Trek IV: The Voyage Home."

A 60-second spot carried before the movie on the tape encourages buyers of the $29.99 video to tune into the TV program, which features an all-new "Star Trek" cast.#

AT PRESS TIME CONTINUED

mistic a compromise bill would repeal the ad tax.

● COLUMBUS, OHIO—**Cranston/Csuri Productions** here, at one time a leading supplier of computer graphics for TV, filed for Chapter 11 bankruptcy protection on Friday, said Wayne Carlson, president and chief executive officer of the company. The firm laid off its staff, except for a skeleton crew to complete several projects already begun, Mr. Carlson said.

● NEW YORK—A contract between CBS and the **International Brotherhood of Electrical Workers** that was to have expired last Wednesday has been extended while IBEW officials decide whether to accept a new CBS proposal. The extension's length was not specified. Also, negotiators for NBC and the striking National Association of Broadcast Employees and Technicians will meet Wednesday at 1:30 p.m. (ET) in Washington with the Federal Mediation and Conciliation Service.

● WASHINGTON—TV evangelists including Jerry Falwell and Oral Roberts will testify at Tuesday's House Ways and Means subcommittee hearing on **TV ministries'** compliance with Internal Revenue Service rules regarding their tax-exempt status. Jim and Tammy Faye Bakker declined an invitation to appear.

● CHICAGO—Westinghouse Broadcasting Co., New York, is expected to sign an agreement to buy **NBC's WMAQ-AM here** within two weeks for $13 million, according to well-placed sources.#

L.A. broadcasters steady in earthquake's aftermath

(Continued from Page 1)

7:42 a.m. (PT). Most stations were knocked off the air for a few seconds, but nearly all were able to alert their audiences within five minutes of the first tremor.

The quake didn't cause any serious damage to Hollywood film studios or local stations.

But KCBS-TV, KNBC-TV and KNX-AM reported minor damage, including broken windows, falling plaster and cracked masonry.

One TV station, Spanish-language KVEA-TV, was knocked off the air for much of the morning.

"We had on a live religious program at the time (of the quake)," said Frank Cruz, vice president and general manager of KVEA, which has studios not far from the quake's epicenter. "They scrambled out of there and we immediately lost power until 9:10 a.m."

On the national TV news front, CNN said it broke the first report of the earthquake one minute after it occurred, at 10:43 a.m. Eastern time.

Its first footage of the damage was televised at 10:57 a.m., and the network devoted 50 percent of its programing to reports on the tragedy that day.

The three broadcast networks first aired the news within minutes of each other. NBC News reported the quake at 10:56 a.m., followed by CBS News at 10:57 a.m. and ABC News at 10:58 a.m.

CBS and NBC broke into daytime programing four times each and ABC three times.

In Los Angeles, the three network owned-and-operated TV stations suspended their network feeds for continuous live coverage of the disaster.

KABC-TV pre-empted ABC off-and-on until 12:30 p.m. (PT) and inserted Spanish-language reports from time to time. KCBS stayed with locally originated reports until 1 p.m, and KNBC covered it until noon.

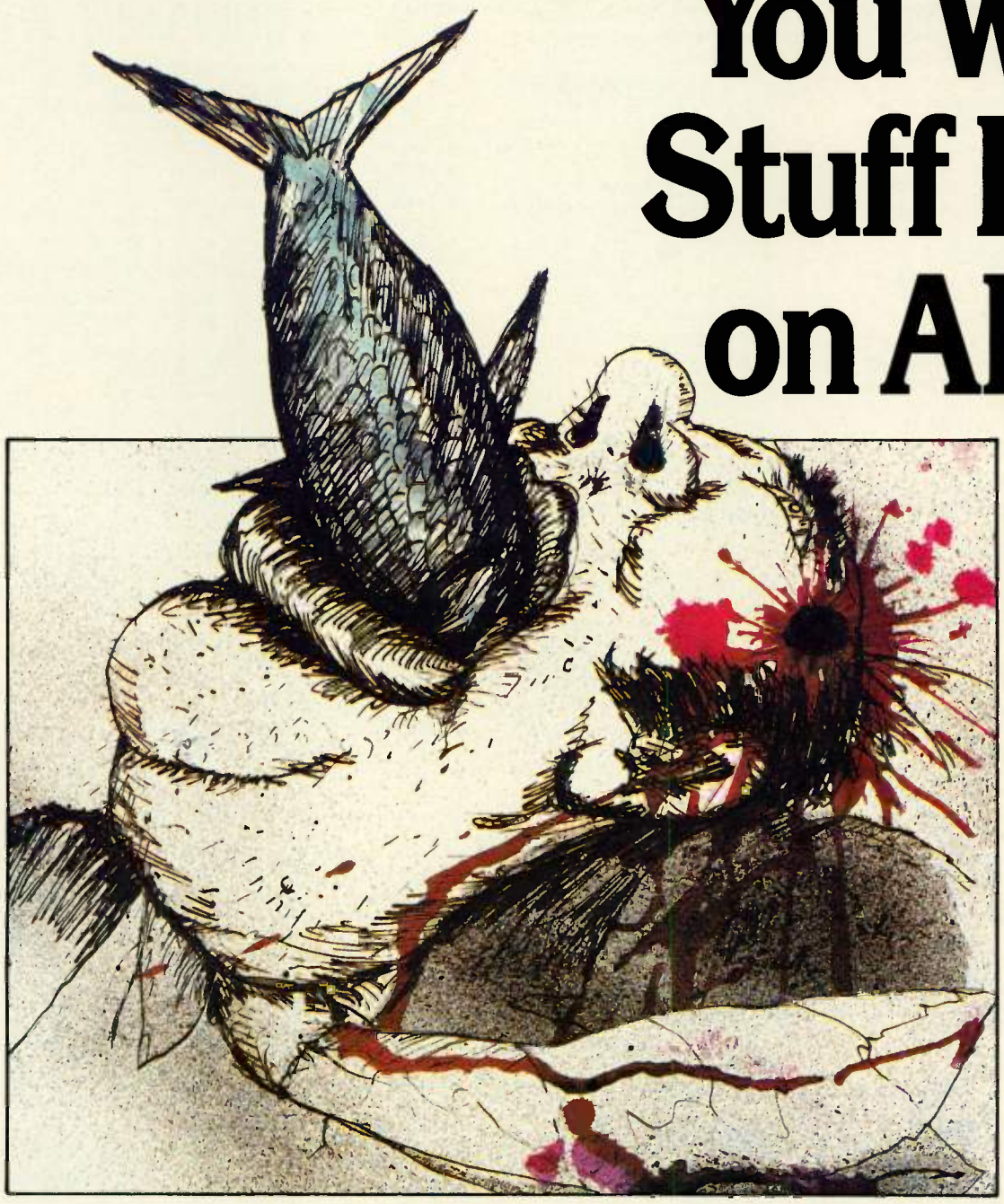
Independent TV stations broke into regular programing shortly before 8 a.m. and provided special reports throughout the day.

Spanish-language KMEX-TV had continuous earthquake coverage from 9:15 a.m. until noon, using News Director Pete Moraga and General Manager Danny Villanueva as anchors.

KFWB-AM used its airborne traffic reporter to relay reports, while KNX-AM relied on a bank of police and fire department radios normally used by its drive-time traffic reporter.#

World Radio History

You Won't See Stuff Like This on ABC, CBS or NBC.



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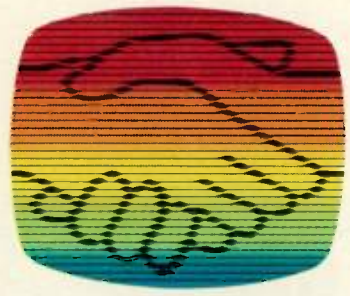

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