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# Electronic Media

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JULY 11, 1988

## Writers hope pact will lure producers

 By WILLIAM MAHONEY  
 Staff reporter

LOS ANGELES—The members of the Writers Guild of America ratified a new interim contract last week that the guild hopes will lure companies away from the Alliance of Motion Picture and Television Producers.

The new independent contract has a "favored nations" clause that will allow producers to sign with the WGA and go back to work with guild writers while still getting full advantage of the final deal that's reached at the conclusion of the strike.

However, the networks are holding firm in support of the producers' alliance.

Last week, ABC, CBS, NBC and Fox Broadcasting all said they would not buy programs from producers signing the new interim agreement.

At press time, 13 independent producers had signed the interim agreement with the WGA. Also, 124 independent producers, who previously had signed independent contracts with the WGA before the interim contract was ratified, were expected to exchange the earlier contracts for new ones.

Herb Steinberg, spokesman for the alliance, said he wasn't surprised by the outcome of the WGA vote, but added that he was disappointed that the WGA chose to "prolong" the strike instead of trying to end it.

WGA negotiator Brian Walton called the offer a "very fair and reasonable deal." WGA officials said last week's agreement could send as many as 500 guild writers back to work.

Meanwhile, the effects of the 19-

Upfront sales blossom, Page 2.

week-old walkout continue to be felt.

Twentieth Century Fox Studios will virtually shut down today for at least two weeks. The company has encouraged employees to take forced vacations until July 25, when the studio will re-evaluate its position and decide how to proceed. Fox Broadcasting Co. employees will not be affected.

Industry observers here said there were few signs that any non-union writing was going on besides the production of the networks' daytime soaps, but they said pressure to encourage such action was mounting. #

## Few changes seen at MTM in wake of British buyout

 By WILLIAM MAHONEY  
 Staff reporter

LOS ANGELES—Though MTM Entertainment, one of Hollywood's most prestigious independent producers, has been purchased by Britain's Television South, very little will change at the studio, company officials said last week.

MTM executives said the \$320 million acquisition—believed to be the largest of its kind involving a U.S. studio and a foreign concern—won't cause more runaway production overseas or dilute the amount of business MTM does in this country.

The deal offers clear advantages for

both sides.

For MTM, its product will have a new avenue in the burgeoning overseas market.

TVS, which is precluded from independent production in the United Kingdom because it holds an ITV broadcasting franchise, will now have established production facilities to use in the United States instead.

The global aspects of the deal include a U.S. production company, MTM, with an interest in a studio in Ireland; a British broadcaster, TVS, with a stake in an Australian network; and two French companies as investors in the deal.

(Continued on Page 39)

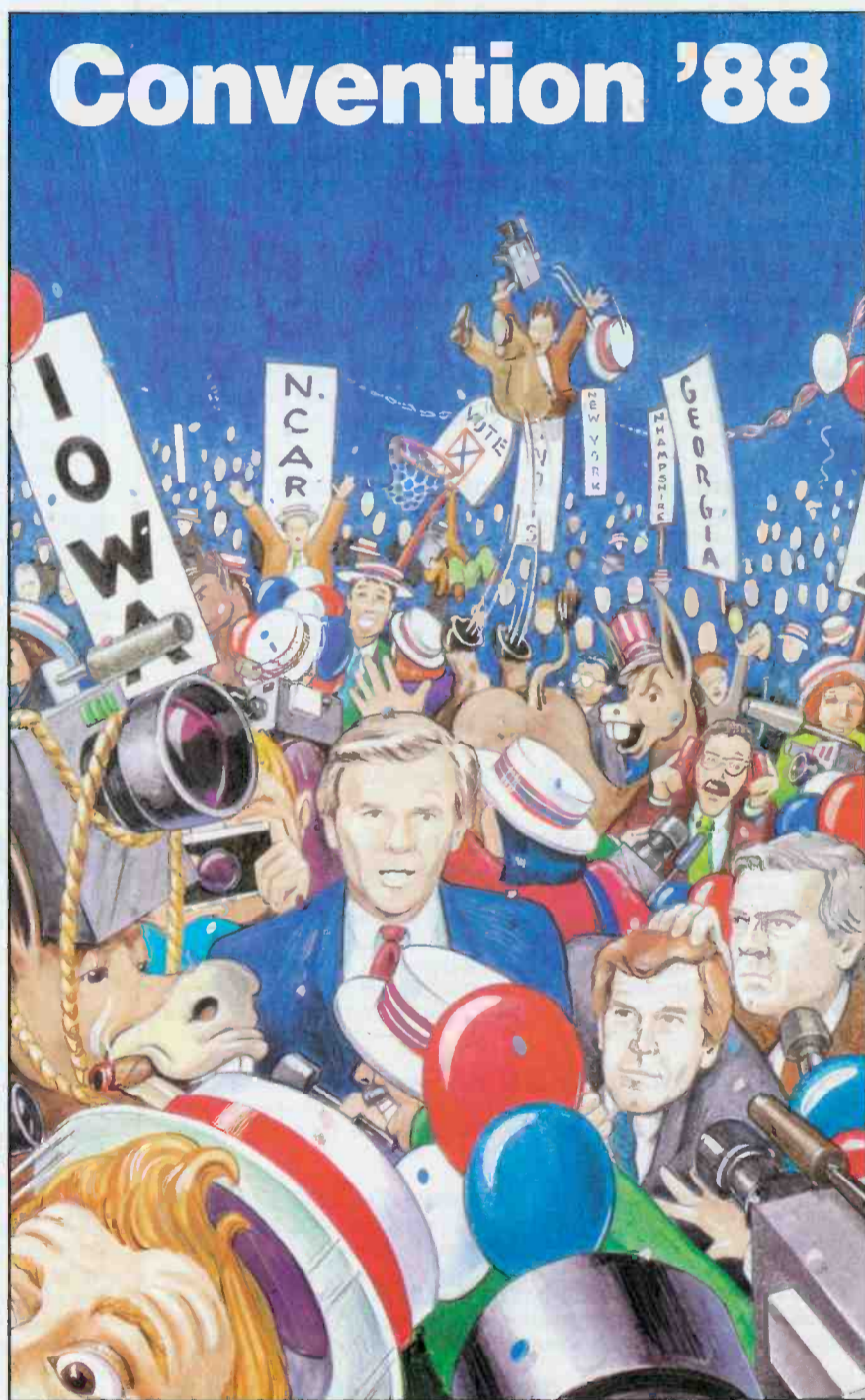
### AT PRESS TIME

#### Strike plans firming up

NEW YORK—CBS and ABC continued to firm up their writers' strike contingency plans last week, with CBS announcing Friday that it has 14 hours of miniseries available for the fall, plus original episodes of three standby series and three originals of "Murder, She Wrote." Meanwhile, ad agency sources say ABC was floating a plan last week to strip sitcoms and to repeat successful midseason shows, such as "The Wonder Years" and "China Beach." ABC had no official announcement at press time. NBC is expected to put its contingency plan into effect beginning Thursday, unless the strike is settled.

#### Cronkite gets CBS role

NEW YORK—CBS News announced Friday that Walter Cronkite will be a commentator for its Democratic National Convention coverage. In recent conventions, Mr. Cronkite's contributions (Continued on Page 39)



## Army of reporters marches to Atlanta with Democrats

 By DOUG HALONEN  
 Staff reporter

On July 18, up to 15,000 reporters, technicians and news executives are expected to converge on Atlanta for four days of party-politicking—and just plain partying—offered up in the name of the Democratic National Convention.

Omni readied for crush, Page 26.

Convention organizers expect this army of journalists to equal or surpass the draw at their last national convention in San Francisco in 1984.

Given that the major TV net- (Continued on Page 38)

## NEWS SUMMARY

**The Writers Guild of America** ratified a new interim contract last week with a "favored nations" clause that will allow producers to sign with the WGA and go back to work with guild writers while still getting full advantage of the final contract. (Page 1)

**The acquisition of MTM Entertainment** by Britain's Television South will result in very few changes at the studio, company officials say. The change isn't expected to cause more run-away production overseas or dilute the amount of business MTM does in this country. (Page 1)

**Up to 15,000 reporters**, technicians and news executives are expected to converge on Atlanta July 18 for four days of party-politicking offered up in the name of the Democratic National Convention. (Page 1)

**Fox Broadcasting Co.'s effort** to be exempted from the financial interest and syndication rules could snag the Big Three networks' efforts to gain support for new rules. Fox recently requested that it be labeled as a distributor only, and not a full-fledged network. (Page 3)

**ABC will air more than half of its** "War and Remembrance" miniseries during the November sweeps. The decision on the scheduling of the sequel to the popular "Winds of War" miniseries was generally praised by ad agencies. (Page 3)

**Lexington, Ky., will be the site** for this week's 32nd annual Television Programming Conference. About 150 executives from small and mid-sized markets are expected to attend. (Page 3)

**A bill aimed at promoting** the creation of superstations for the home satellite dish market was passed by a House subcommittee last week. The bill would establish a copyright system so that distributors can market scrambled TV signals to home dish owners. (Page 3)

**The FCC's plan to allow** the Fox and ABC television affiliates in Johnstown/Altoona, Pa., to be co-owned may be challenged by a broadcaster in that market. (Page 3)

**"A Current Affair"** emerged as the hottest new first-run TV show in the latest Nielsen Cassandra report on syndicated programing. The show had a 6.3 rating with a 13 share in Nielsen's Cassandra rankings for May 1988. (Page 2)

**Prime-time upfront network sales** took off last week. At least two major players, Procter & Gamble and the Leo Burnett agency, completed substantial buys on NBC, while other major spenders were poised to close deals. (Page 2)

**"Great Weekend,"** the experimental Saturday morning magazine show geared to adults, will soon go off the air. The show's syndicator blamed a disappointing barter market for the cancellation. (Page 2)

**Some 252 employees at CBS Inc.** chose to exercise an early retirement plan offered by the company. The figure represents about a third of the 780 staff members offered the incentive package. (Page 4)

**NBC's misgivings about costs** associated with broadcasting the Rose Bowl are what provided ABC with an opening to grab it. ABC confirmed last week that it had paid more than \$100 million to carry the Rose Bowl through 1997, starting in January. (Page 4)

**MGM/UA Communications** last week reported improved third-quarter performance. For the quarter ended May 31, the company said its net loss narrowed to \$8.3 million, or 16 cents per share of common stock. (Page 4)

**An agency judge for the** Federal Communications Commission has refused to permit a probe into the circumstances surrounding CBS President Laurence Tisch's climb to power at the network. (Page 4)

**A low-budget sports talk show** is attracting a following on cable TV. Produced in Chicago, "The Sportswriters on TV" is now available in 9.1 million cable homes nationwide. (Page 8)

**The future of black-owned** KEEF-TV in Los Angeles is languishing while FCC investigators sort through charges and countercharges regarding the outlet's ownership and operations. (Page 18)

**Ron Kershaw, news director** at CBS-owned WBBM-TV in Chicago, died July 3 of pancreatic cancer. He was 44. (Page 37)

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# Prime-time network upfront sales take off

By **MARIANNE PASKOWSKI**  
and **DIANE MERMIGAS**

ELECTRONIC MEDIA staff

**NEW YORK**—Prime-time upfront network sales exploded last week with at least two major players, Procter & Gamble and the Leo Burnett agency, completing substantial buys on NBC.

Also, at press time last week, other major spenders, including Young & Rubicam, were poised to close upfront negotiations at all three major networks.

Sources estimated that by the close of business today, NBC could very well reach the \$1 billion mark in prime-time upfront sales.

CBS and ABC are expected to be much further behind, with sources estimating that CBS will have \$300 million to \$350 million on the books by Monday and ABC, which sources say has been less aggressive, \$100

million to \$150 million.

Executives at the three networks last week said they found upfront prime-time business to be more robust than expected.

They were expecting cost-per-thousand increases in the six to 15 percent range, with NBC commanding the highest increases.

However, network executives cautioned that, at best, the 1988-89 prime-time upfront probably would not exceed last year's \$3.1 billion.

Agency sources said they thought the networks' total prime-time revenues would be substantially lower than \$3.1 billion, given the fact that many clients seemed to be curtailing network spending for next year.

Industry sources agreed that NBC should easily match the \$1.1 billion in upfront prime-time business it wrote last year. In addition to being the No. 1 network, it will broadcast the Summer Olympics, World Series

and Super Bowl next season.

Meanwhile, executives at CBS and ABC, who were still trying to figure out what their networks would be programming during the early strike-struck fall months, were expecting to write the bulk of their upfront business this week.

One network executive said the networks must realize at least 10 percent in overall cost-per-thousand increases this season to offset the revenue losses anticipated due to greater audience erosion and the anticipated lower fall ratings because of the writers' strike.

Network executives said that contrary to what has been anticipated, there appeared to be little reluctance on the part of advertisers or agencies to commit large sums to network prime-time shows that are in an uncertain situation due to the writers' strike and economic instability. #

## 'Current Affair' rises in Cassandras

By **ADAM BUCKMAN**

Staff reporter

**NEW YORK**—Fox Television's "A Current Affair" emerged as the hottest new first-run TV show in the latest Nielsen Cassandra report on syndicated programing.

The half-hour, tabloid-style news program, which is produced at Fox's WNYW-TV here, had a 6.3 rating (percentage of TV homes) with a 13 share (percentage of sets in use) in A.C. Nielsen Co.'s Cassandra rankings for May. That's up from a 5.1/10 in last February's report, its first time out.

"A Current Affair" is now aired in 42 markets, compared with 30 last February. It's now the 11th-rated syndicated TV show, up from 25th place in the February report.

Overall, the King World trio of "Wheel of Fortune," "Jeopardy!" and "The Oprah Winfrey Show"

continues to top the Cassandra list as the No. 1, 2 and 3 shows in syndication.

However, "Wheel" declined in both rating and share from May 1987. In May 1988, America's top syndicated TV program had a 15.5/30, down from 16.9/34 in May 1987.

Also performing strongly in the May syndication rankings was Tribune Entertainment's "Geraldo," which jumped to 16th place from the 28th position in February on the strength of a 4.9 rating and a 21 share in the May report. "Geraldo" had a 4.4/17 in the February book.

"'A Current Affair' is real hot, and 'Geraldo' is coming along like gangbusters," declared Dean McCarthy, vice president of program services for the New York-based rep firm of Harrington Righter & Parsons.

In other Cassandra highlights, the top-rated off-

(Continued on Page 39)

## Syndicator pulls 'Great Weekend'

By **WILLIAM MAHONEY**

Staff reporter

**LOS ANGELES**—Stanley Hubbard says a disappointing barter market caused him to pull the plug on "Great Weekend," his experimental adult Saturday morning magazine, but he's still confident such fare can work where children's programing has traditionally ruled.

"We learned that there's a very valuable market there on Saturday," says Mr. Hubbard, chairman, president and chief executive officer of Minneapolis-based Hubbard Broadcasting.

He said he decided to end the syndicated show because "the barter market has gone all to hell" and the series couldn't attract enough advertising to support its deficits.

The program, billed as "The Adult Choice," is set to end July 23.

Ironically, four new stations were signed on by USTV, Hubbard's syndication arm here, the day the show was canceled.

Produced by Sunrise News Co. in association with USTV, "Great Weekend" went on the air in January with just 16 stations signed on.

The new outlets brought the clearance level to 74 markets, including WWOR-TV in New York, with 70 percent coverage, according to USTV President Lionel Schaan.

Stations were given seven minutes of local ad time, and USTV retained six minutes of national ad time.

Mr. Schaan said poor ad sales



"Great Weekend," with (left to right) Dale Harimoto, Cindi Rinehart, Kerry Millerick and Bob Goen, will air for the last time on July 23.

were resulting in deficits of as much as \$60,000 for some shows, which cost \$70,000 to \$100,000 per episode to produce. The company would not have broken even until next year, he said.

In addition, while some stations were getting 4 and 5 ratings (percentage of TV homes), those numbers were slow to build, he said.

"It was an excellent show," said Walt Baker, vice president of programing at KHJ-TV in Los Angeles, "but the ratings never supported the

quality of the show."

A study done before the launch by Frank Magid Associates showed a two-hour show could be more successful than an hour-long show, but affiliates were leery about pre-empting two hours of network programing initially.

"There's definitely a market and a potentially profitable one," says George Merlis, executive producer of the show.

"I think three more months would have told the tale." #

# Smaller stations gather for informal meet

By **MARIANNE PASKOWSKI**  
New York bureau chief

Some 150 TV station executives from small and mid-sized markets will convene in thoroughbred country this week for the 32nd annual Television Programming Conference.

Unlike the frenetic National Association of Television Program Executives annual convention, which draws thousands of station executives and hundreds of program exhibitors, TVPC limits space to nine syndicators.

That group of syndicators includes such majors as Viacom Enterprises, but consists

mostly of smaller distributors, such as Jim Owens Entertainment.

Big or small, they each get a total of 10 minutes to talk about their new shows during a 90-minute syndicator showcase panel.

"If somebody is shopping, they could certainly buy something, but that's not our purpose," says this year's TVPC chairman, Larry Pate, program director and production manager at WALA-TV, Mobile, Ala.

The purpose, TVPC officials say, is to allow program directors, station managers and production managers to exchange ideas without pressure.

This year's setting, in Lexington, Ky., couldn't be more bucolic.

The five-day meeting takes place in between golf and a tour of the Gainesway Horse Farm, home of some of the nation's finest race horses, with all sessions conducted with shirt-sleeve informality.

While most sessions are devoted to programming, others deal with computer literacy in the newsroom and sex in the studio.

Since many of TVPC's program director members also have some production responsibilities, and often do not make the trek to the National Association of Broadcasters annual

convention, the organization now devotes an entire day to production issues as well.

Appropriately, considering the setting, this year's key luncheon speaker is Harry Thoma-son, executive producer and director of "Designing Women," which is set in Atlanta.

The few syndicators in attendance will entertain clients in modest hospitality suites in Lexington's downtown Hyatt Regency, where the meeting is to be staged.

"There's no real major expense here; three of our people will go down and bring a videotape machine to set up in the suite if any-  
(Continued on Page 37)



ABC has decided to pull out more than half of its big gun, "War and Remembrance," for the November sweeps. The remainder of the miniseries will air during the February sweeps.

## 'War and Remembrance' schedule gets good reviews

By **WILLIAM MAHONEY**  
Staff reporter

LOS ANGELES—ABC's decision to schedule more than half of its "War and Remembrance" miniseries during the November sweeps met with generally positive reaction from ad agencies last week.

The network's announcement represented a reversal in strategy for ABC.

For some time, ABC programmers said that because of NBC's fall Olympics telecasts, there wouldn't be enough money left in the marketplace during the fourth quarter

to justify airing their \$100 million miniseries.

But because of the ongoing writers' strike and the lack of original programs ready for the fall, ABC said last week it would air 18 hours of the miniseries in November, and the rest in February.

Ad agency sources said the network is seeking between \$200,000 and \$250,000 per 30-second spot, and they expect the commercials to sell closer to the \$200,000 mark.

However, they added that the sales are somewhat impeded by the fact that Herman Wouk, the author of the  
(Continued on Page 38)

## Fox effort could snag rules talks

By **DIANE MERMIGAS**  
Senior reporter

The networks' intensified efforts to hammer out a new financial interest/syndication rule compromise could be snagged by Fox Broadcasting Co.'s effort to be exempted from the current rules.

Sources close to the issue say the networks are turning their focus to Fox's recent request to the Federal Communications Commission that it be labeled as a distributor only, and not a full-fledged network.

Sources say all three networks generally fear that a lame-duck FCC will grant Fox an exemption from the current rules.

Those rules prevent ABC, CBS and NBC from participating in the highly lucrative syndication of off-network entertainment shows, and limit the number of prime-time shows they can produce internally.

"The networks clearly are concerned that a waiver from the FCC on financial interest/syndication regulations for Fox could severely prejudice the networks' ability to work out this whole issue to everyone's satisfaction," said one high-level source.

"If Fox gets such a waiver, it ironically would satisfy the FCC's own definition of what constitutes a network," he said.

"You would have the imbalanced situation of a studio owning a network being able to get relief, but networks not owning studios not being able to get relief," the source said.

"In that case, there would be less rationale for having any rules at all. But there is fear there would be a double standard. It would not be a bad thing for Fox to get such a waiver if everyone was to benefit.

"But until the issue is resolved, the networks will be unsure as how to proceed."

In the meantime, the heads of CBS, ABC and NBC individually have been conducting meetings with the heads of major studios and production companies in a move to rekindle conversations about financial interest/syndication rule reform.

Network officials say they believe many Hollywood bosses are more receptive to a compromise agreement than they were a few years ago, in large part because reform could now benefit the studios as well as the networks.

The studios are without their once valuable investment tax credits and face a softer domestic syndication marketplace and increasing production costs. To some, it may be worth trading profit participa-  
(Continued on Page 39)

## House subcommittee OKs home-dish superstation bill

By **ROBERT HOMAN**  
Staff reporter

WASHINGTON—The House copyright subcommittee passed a bill last Thursday aimed at promoting the creation of superstations for the home satellite dish market.

The bill would establish a copyright system so that program distributors can market scrambled independent TV signals to backyard earth station owners in much the same way that programmers market superstations to cable TV systems.

Also, the legislation would direct the Federal Communications Commission to launch an inquiry into whether syndicated exclusivity rules should apply to the home dish mar-

ket, as well as whether home dish owners are being discriminated against in terms of price and availability of programming.

Syndicated exclusivity rules require cable operators to black out a syndicated show if a local TV station has purchased exclusive rights to that program.

The syndicated exclusivity provision was added to the legislation, which is sponsored by Rep. Bob Kastenmeier, D-Wis., the copyright subcommittee chairman, at the behest of independent broadcasters.

The Association of Independent Television Stations has long opposed the bill because the association contends that networks, but not independent stations, would be able to protect  
(Continued on Page 4)

## Broadcaster eyes challenge of co-owned TV affiliates

By **ADAM BUCKMAN**  
Staff reporter

A broadcaster in Johnstown/Altoona, Pa., said last week he might challenge a Federal Communications Commission plan to allow the market's Fox and ABC television affiliates to be co-owned by the same company.

J. Thomas Conners says he's been negotiating since early 1987 to buy one of the stations, Altoona's WWPC-TV.

WWPC is a UHF satellite station simulcasting the programming of WWCP-TV, a

Fox-affiliated VHF in Johnstown.

Under a plan approved last month by the FCC, the satellite station will become a full-service ABC affiliate in September. The two stations would continue to be owned by the same licensee, Johnstown-based Evergreen Broadcasting.

Mr. Conners, who was general manager of WTAJ-TV in Altoona from 1980 to 1986, learned late last month that Evergreen had decided not to sell WWPC.

The broadcaster put a \$50,000 deposit down on the station in early 1987, but it  
(Continued on Page 4)



ABC has reached an 11-year deal to televise the Rose Bowl.

## NBC's fear is ABC's gain

By RICHARD TEDESCO  
Staff reporter

NEW YORK—NBC's misgivings about the cost of televising the Rose Bowl provided ABC with the long-awaited opening it needed to grab the event.

That was the story that emerged last week as ABC confirmed that it had paid more than \$100 million to carry the Rose Bowl through 1997, starting in January.

ABC's action came after NBC decided to relinquish rights to the final two years of its five-year Rose Bowl contract.

NBC, which has carried the Rose Bowl for 37

straight years, was losing \$4 million a year on its latest telecasts, according to NBC Sports President Arthur Watson.

ABC Sports moved to pick up the rights after learning that the Pasadena Tournament of Roses Association was having trouble negotiating a new deal with NBC beyond 1990.

As part of the renegotiation effort, a source said, NBC was attempting to reduce its annual rights payments of \$11.2 million in 1989 and \$11.5 million in 1990. The network was looking to secure the rights for about \$7 million a year, according to the source.

(Continued on Page 38)

## MGM/UA revenues rise

By DIANE MERMIGAS  
Senior reporter

MGM/UA Communications, which continues to struggle with the question of its future, last week reported improved third-quarter performance.

For the quarter ended May 31, the company said its net loss narrowed to \$8.3 million, or 16 cents per share of common stock, from \$27.5 million, or 55 cents per share, a year earlier.

Revenues for the period increased to \$175.2 million from \$72.3 million for the same period last year, with

all of the company's major operations contributing.

Operating income rose to \$11.9 million from a loss of \$10 million in the same quarter of 1987.

The Beverly Hills, Calif.-based company said that third-quarter revenues from theatrical film distribution rose to \$65.3 million from \$9 million a year earlier. Revenues from TV distribution increased to \$24.4 million from \$12.9 million, and revenues from home video rose to \$30.2 million from \$20.2 million for the quarter.

The third-quarter results included a \$3 million gain from the sale of

real estate.

For the first nine months of the fiscal year, MGM/UA said it has narrowed its loss to \$10.8 million, or 22 cents per share, from \$41.9 million, or 83 cents per share, a year earlier. Revenues increased to \$515.1 million, from \$309.6 million for the same period in 1987.

MGM/UA's major shareholder, Kirk Kerkorian, continues to mull whether to sell his interest in the company to foreign investors or other interested parties—an option he said he was considering in Securities and Exchange Commission filings made earlier this year. #

## 252 employees at CBS accept retirement offer

By DIANE MERMIGAS  
Senior reporter

According to a final tally made public last week, about a third of the 780 CBS Inc. employees eligible for a recently offered early retirement plan have decided to exercise the option.

The deadline for notification was July 1. Employees have until July 29 to leave.

The 252 employees, who had to be at least age 55 with 10 years at CBS, came from throughout the company's operations. However, a heavy number are from CBS's technical area.

As previously reported, the highest-ranking CBS executive to exercise the option was Robert Hosking, president of CBS Radio, one of several company officials who will leave later this month.

The annuity offering was attractive because it automatically added five years to the length of service and to the employee's age in calculating benefits. A small number of longtime CBS employees were eligible for even more lucrative lump-sum pension payments.

In the only other recent early retirement offering at CBS in 1985, 597 employees, or 30.4 percent of those eligible, exercised the option.

The latest early retirement package is part of CBS President Laurence Tisch's plan to further streamline the company's ranks. Some restructuring of company operations is expected as a result.

Mr. Tisch also is in the process of reducing CBS's corporate and administrative staffs by half, in the wake of the sale of CBS Records to the Sony Corp. of Japan earlier this year. #

## Judge refuses probe of Laurence Tisch

By DOUG HALONEN  
Staff reporter

WASHINGTON—In what is being called a strategic victory for Chicago's WBBM-TV in its licensing proceedings, a federal agency judge has refused to permit a probe into the circumstances surrounding CBS President Laurence Tisch's climb to power at the network.

Sources say they believe that Center City Communications, the investor group that is challenging the CBS-owned-and-operated station's right to continue broadcasting, would have gained considerable leverage had the agency judge permitted such a probe.

In a controversial decision in 1986, the Federal Communications Commission ruled that control of CBS had not passed to Mr. Tisch when he acquired 24.9 percent of CBS's stock, a decision that was subsequently upheld by a federal appeals court.

"(I) will not permit this proceeding to be used as a vehicle to launch a collateral attack on the commission's earlier determination," said FCC Administrative Law Judge Jo-

seph Stirmer.

The judge, in a June 22 ruling that didn't surface until last week, also slammed the door on a variety of other lines of inquiry Center City had wanted to make, charging that those were "nothing more than an unbridled fishing expedition."

Lewis Cohen, counsel to Center City, said the company plans to continue its challenge nonetheless.

"It's certainly not good news," said Mr. Cohen of the judge's ruling. "It doesn't kill us, but it doesn't help us."

Tim Dyk, counsel for WBBM, said, "We were happy with the ruling and we think it was correct."

Under FCC rules, outsiders are permitted to challenge a broadcaster's right to continue broadcasting at license renewal time by filing a competing application, and that's what Center City has done.

Hoping to make it far less attractive for parties to launch such challenges, the FCC recently proposed to place limits on the size of the payoff that a license challenger can accept for dropping its challenge.

Hearings on WBBM's case are slated to start Nov. 14. #

## Broadcaster eyes challenge

(Continued from Page 3)

has taken him 1½ years to line up financial support for the purchase.

During that time, Evergreen decided to keep the station.

The co-ownership plan has been called into question by Mr. Connors and at least one other broadcaster, Jim Edwards, president of WJAC-TV, the NBC affiliate in Johnstown.

At press time, Mr. Connors was meeting with FCC officials to see if they could reverse their approval of the co-ownership of two network affiliates in the same market.

He said last week he hadn't decided what legal steps, if any, he'll take next.

Likewise, WJAC's Mr. Edwards said: "Why isn't this a violation of the commission's cross-ownership rules?"

At the FCC, Clay Pendarvis, chief of the Mass Media Bureau's TV Branch, said the commission's cross-ownership restrictions are

aimed at promoting diversity in local media.

But at the same time, the FCC is interested in developing weak stations such as satellites into full-service stations that will better serve their communities.

That consideration came into play in the Johnstown/Altoona situation.

"At some point we hope in the future that a small-market (satellite) station will be able to operate on its own without repeating the programming of the parent," Mr. Pendarvis said.

"What you have to understand is that (the Altoona station) was . . . unlike any other station you've ever run into," said Bill Reyner, a communications attorney with the Washington law firm of Hogan & Hartson, and a principal in Evergreen.

"(It) had one or two employees and no sales staff. It was operating sporadically with one kilowatt of power," he added. "It lost money year after year." #

## Panel OKs home satellite bill

(Continued from Page 3)

their programming.

Rep. Frederick Boucher, D-Va., last week proposed removing the syndicated exclusivity language from the bill because he said Rep. John Dingell, D-Mich., chairman of the House Energy and Commerce Committee, told Rep. Boucher in "very strong terms" that the matter falls within Rep. Dingell's committee.

However, the subcommittee opted to keep the syndicated exclusivity language in the bill and to report the legislation to the Judiciary Committee for consideration.

In April, a vote on another version of the bill stalled after a coalition of communications groups, including the National Cable Television Association and the Motion Picture Association of America, objected to

various provisions.

NCTA, for example, objected to provisions that would have made the copyright system applicable to all future satellite technologies and regulated the marketing and pricing of superstation signals.

But last week, NCTA released a statement saying it supports the version that was approved by the subcommittee.

The bill, primarily designed to clear up ambiguities in copyright law, would create a compulsory license for distributors of independent TV station signals.

Distributors would pay a fee for the stations they marketed and the money would be divided among the owners of the copyrighted programs.

If passed, the plan would take effect on Jan. 1, 1989, and expire after six years. #



# HE MAY NOT BE AN ANGEL BUT HE'S A HELLUVA STAR.

## **Sherman Hemsley.**

For 15 remarkable years, he's been an unbeatable performer on both the network and in syndication.

He soared to fame as George Jefferson.

And today he is more popular than ever as the star of *Amen*, a series that has totally dominated its time period while constantly delivering a Top 10 Nielsen share.

Sherman Hemsley and *Amen*. There's nothing better.

# **Amen**

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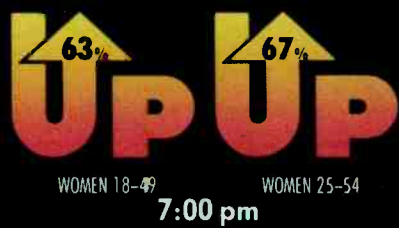
# **MCA TV**

©1988 MCA TV. All rights reserved.  
Source: MTI Seasonal averages 1986-87 and 1987-88. Performer Q.

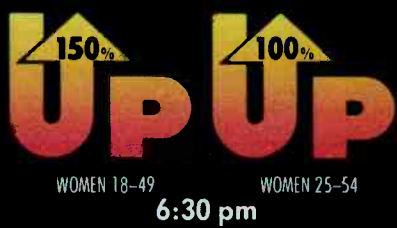
# May E.T.

Entertainment Tonight  
May '88 vs. May '87 Time Period Shares.

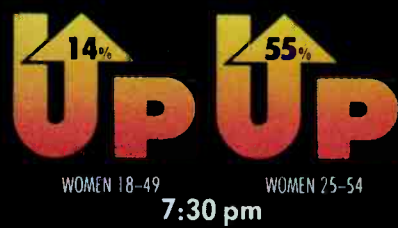
LOS ANGELES / KNBC



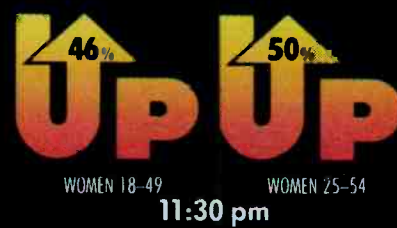
CHICAGO / WBBM



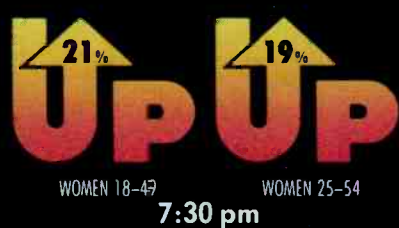
PHILADELPHIA / WCAU



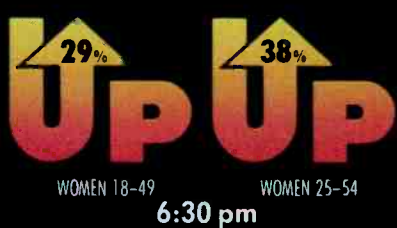
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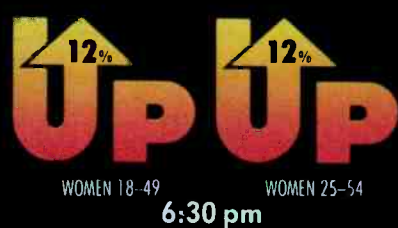
DETROIT / WXYZ\*



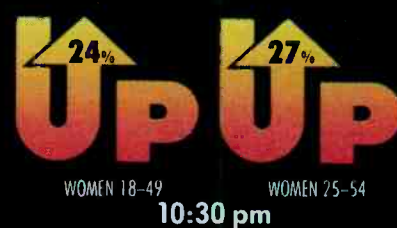
HOUSTON / KPRC\*



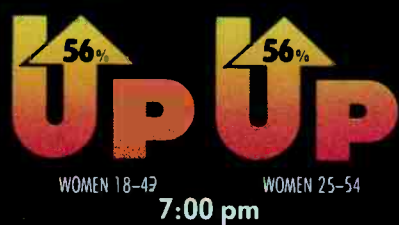
DENVER / KMGH



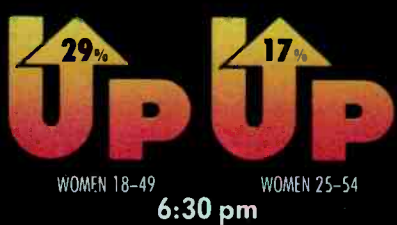
PHOENIX / KTSP



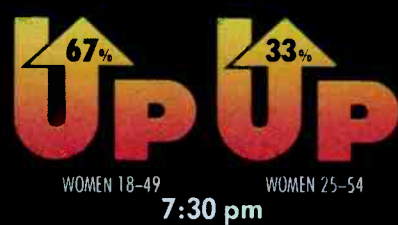
INDIANAPOLIS / WRTV\*



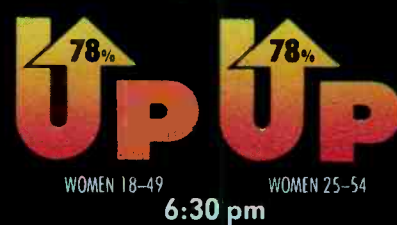
KANSAS CITY / WDAF



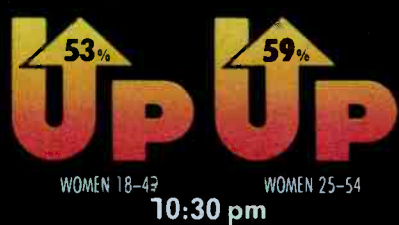
CINCINNATI / WKRC



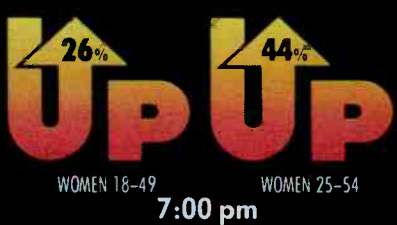
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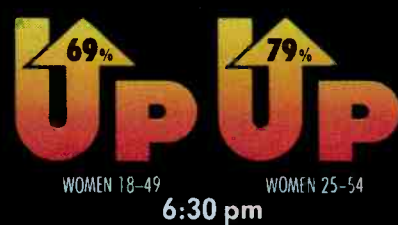
NASHVILLE / WTVF\*



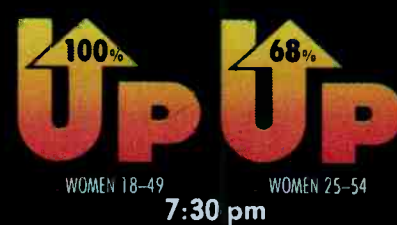
BUFFALO / WGRZ



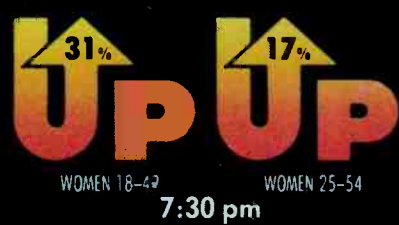
MEMPHIS / WREG



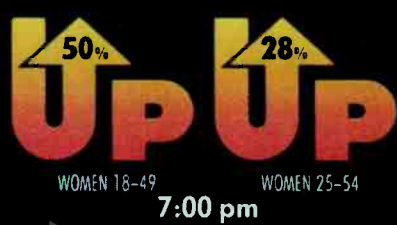
PROVIDENCE / WJAR



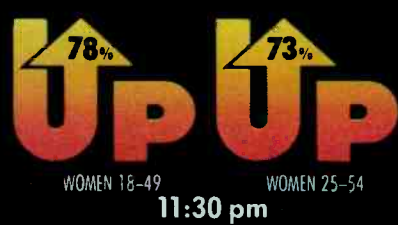
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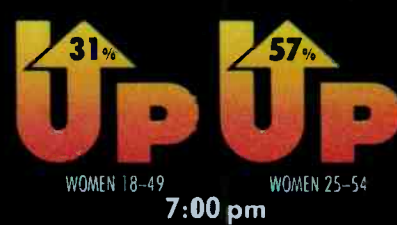
GREENSBORO / WXII



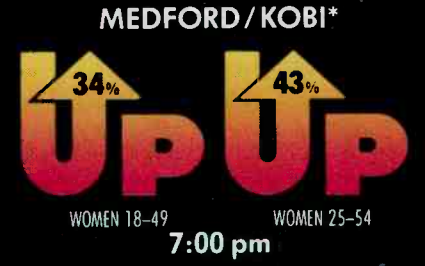
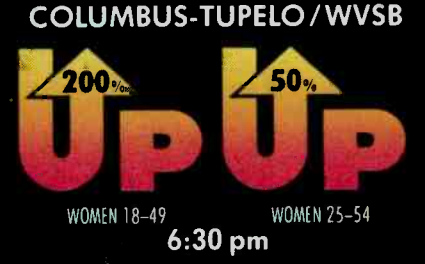
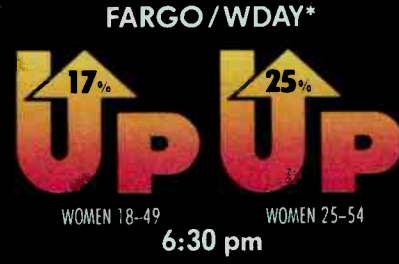
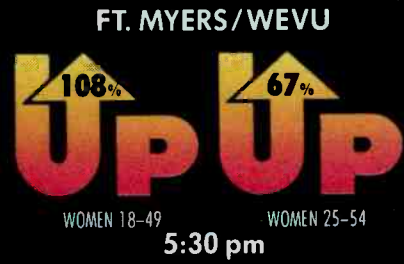
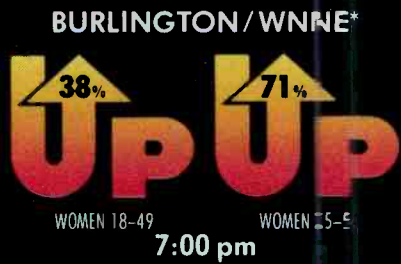
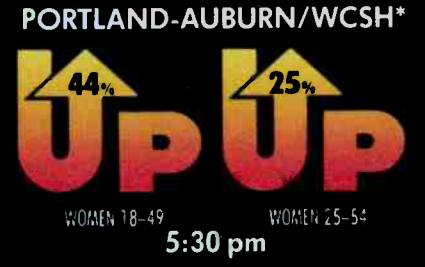
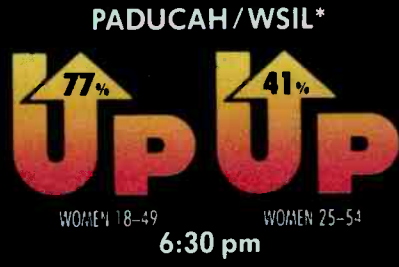
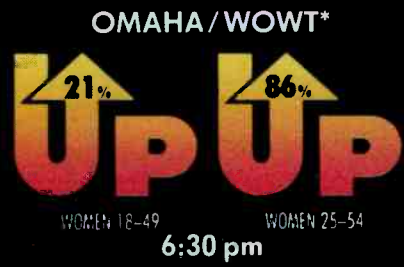
ALBANY / WRGB



JACKSONVILLE / WTLV



# Update.



We've just wrapped up our seventh season, and as you can see, the key word is "up."  
 Up in key women demos. Up in large markets. Up in small markets. And up a whopping 150% in our inaugural season on WBBM in Chicago. No wonder WABC in New York has joined a growing list of stations who have bought "Entertainment Tonight" for access this fall. So keep watching. Our eighth season is coming "up."



SOURCE: ARB. (NSI) % increase May 87 to May 88 (partial listing)  
 © 1988 Paramount Pictures Corporation. All rights reserved.

# Dukakis pushed on fairness doctrine

Sources on the presidential campaign trail report that Democratic hopeful **Michael Dukakis** is being urged to resurrect the fairness doctrine and to champion a "sensitivity" for children's TV programming needs. Among those said to be advising Mr. Dukakis on communications issues are former FCC Chairman Charles Ferris; Tom Cohen, a top aide to Sen. Ernest Hollings, D-S.C.; and Larry Sidman, an aide to Rep. Ed Markey, D-Mass.

\* \* \*

King World Productions will announce this week that it has sewn up a network development deal with ABC for "**Monopoly**." Sources say the agreement gives ABC an exclusive five-year option on the show and also enables King World to simultaneously distribute the syndicated version—though an arrangement with Merv Griffin Enterprises must yet be worked out. Under its pact with Mr. Griffin for "Jeopardy!" and "Wheel of Fortune," King World is currently barred from distributing any other game shows.

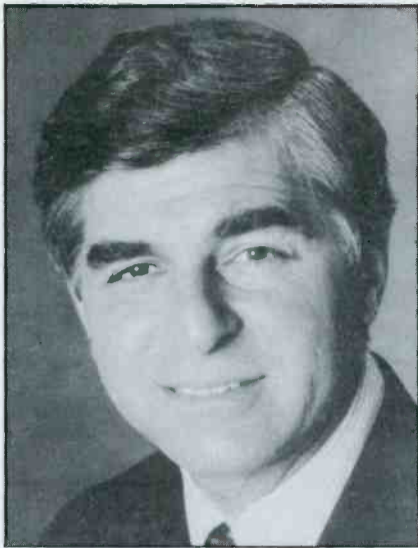
\* \* \*

Expect GTG Entertainment, producer and distributor of "USA Today: The Television Show," to reveal details this week on its second show for syndication. Insiders describe the new talk/variety show, to be hosted by **opera diva Beverly Sills**, as a cross between the early Merv Griffin and Dinah Shore shows. GTG's show is targeted for a September 1989 launch, but could launch earlier as a midseason replacement.

\* \* \*

Although widely applauded by the industry, some producers were not too impressed with **NBC's new game plan** to put eight brand new series into production so it could start its new season in October. Those production orders, shorter than usual commitments, would fill the gap until the regularly scheduled series could go back into production when the strike breaks. "I don't know why anyone would want to deficit-finance eight or 13 or 22 episodes of a series

## THE INSIDER



**MICHAEL DUKAKIS**

Advised on communications issues



**BEVERLY SILLS**

Show may be announced this week

when there's little chance of it going beyond that," one veteran producer told The Insider. "There's no long-term advantage for the producers."

\* \* \*

Remember the **TV censorship board** the British established last May to ban foreign shows on the basis of sex, violence, taste and decency? Well, insiders say even children's programming—which in the United States can be chock full of hard-hitting cartoon action—has come under close scrutiny for its content. International distributors report that product that doesn't have a "U" (for Universal) rating

can be a very tough sell overseas.

\* \* \*

Officials of **Media Central**, which is struggling through Chapter 11 proceedings, are considering filing claims against major syndicators for illegal "combination selling," otherwise known as block-booking. The practice, which is seldom discussed openly, is when syndicators pressure stations to buy less desirable programs in order to win rights for more sought-after syndicated shows. Insiders say a decision will be made within the next several months by the Kent family members who control Media Central on whether to pursue the matter, which has found its way to court only once before in an unsuccessful lawsuit involving King World. Many of the country's major syndicators are owed about \$8 million for programming purchased, but mostly still unused, by Media Central.

\* \* \*

As it did for the Nelson Mandela tribute in June, Los Angeles-based **Radio Vision International**, a company that specializes in long-form music TV, will announce this week that it has garnered the TV rights for the Human Rights Now! Tour. The worldwide benefit, starting Sept. 2 and ending Oct. 15, will commemorate the 40th anniversary of the universal declaration of human rights. The tour has already attracted Bruce Springsteen and the E Street Band, Peter Gabriel and Sting. Radio Vision plans to televise the finale, from Buenos Aires, Argentina, where the tour is expected to wrap up, offering the footage for worldwide syndication.

\* \* \*

And finally, in **the quote of the week category**, ad agency Saatchi & Saatchi DFS Compton prefaces its analysis of the new network TV season with words from NBC's President Robert Wright: "The economics of the network business today is roughly comparable to three hemophiliacs wandering around in a razor factory."#

—Written by Marianne Paskowski from bureau reports

# No-frills sports talk show gains cable following

By **MARK MANDERNACH**

ELECTRONIC MEDIA staff

CHICAGO—The props for "The Sportswriters on TV" are simple: four tattered chairs, a felt-covered poker table, crumpled newspapers, a Budweiser lamp shade and two cigars.

The show, which features four men arguing about sports and costs about \$4,000 per week to produce, isn't known for being flashy. But "The Sportswriters on TV" is posting some gaudy numbers within the cable industry.

The program is now available in about 9.1 million cable homes from coast to coast, according to Jim Corno, vice president and general manager of Chicago-based SportsVision, which produces the show.

"The show is successful because most sports fans raise their voices, disagree with each other. It's very simple to relate to," said Jeff Landis, public relations manager for SportsChannel/New England.

"It's popular even among athletes. A lot of the Boston Celtics tell me they love the show."

The program has no taped highlights. It has no guests. Just a lot of sports talk—and a lot of cigar smoke.

"There's no corollary between the amount of money spent and the quality of the show," said Jody Shapiro, director of programming for Home Team Sports in Washington. "You could put those four guys in a swimming pool, and you'd get the same amount of knowledge, opinion and entertainment."

The program features moderator Ben Bentley, one of the show's two cigar smokers, and three local sportswriters: Bill Jauss, Bill Gleason and Rick Telander. The quartet is paid \$400 each per show.

Since "The Sportswriters on TV" has gained more national viewers, the show's focus has extended beyond Chicago sports, said Mr. Gleason, the show's other cigar smoker.

But the program will always essentially be a forum for Chicago sports, he said.

"Chicago is now the city where most Americans direct their attention," he said. "It used to be New York, but not anymore. L.A. is a cluster, a state of mind. But Chicago has a distinct flavor, and fans all over the country tune into that."

The quartet arrives at a Chicago production



Staff photo by Michael A. Marcotte

"The Sportswriters on TV" are, from left: Bill Gleason, of the South Bend (Ind.) Tribune; moderator Ben Bentley, a former boxing manager and promoter; Sports Illustrated's Rick Telander; and Bill Jauss of the Chicago Tribune.

house about 15 minutes before the show's Monday morning taping, for viewing that night. The only planning is the topics to be discussed and the brief transitions that are read by Mr. Bentley—the rest is off the cuff.

On a recent show, topics included the possible move of the Chicago White Sox to Florida, the Chicago Bulls' plans in the NBA draft, the Chicago Bruisers' chances in the Arena Football League playoffs and the Chicago Cubs.

But they also talked about paralyzing neck injuries in football, Billy Martin's firing from the New York Yankees, Major League Baseball all-star voting, the New York Mets, the Los Angeles Lakers' NBA title and "the ge-

netic makeup of a compulsive gambler."

After more than a year on cable, Mr. Corno said advertisers are also starting to warm up to the program, which is sold on a 50-50 barter basis. Advertisers include Anheuser-Busch, the Chicago Tribune and Amoco Oil.

Mr. Bentley said the program "is becoming the most imitated show on TV. But we were the forerunners. And all that follow are mere lackeys, in the words of the immortal Winston Churchill."

However, the situation was not always rosy for the program.

"The Sportswriters on TV" premiered on Chicago independent WFLD-TV in late 1985.

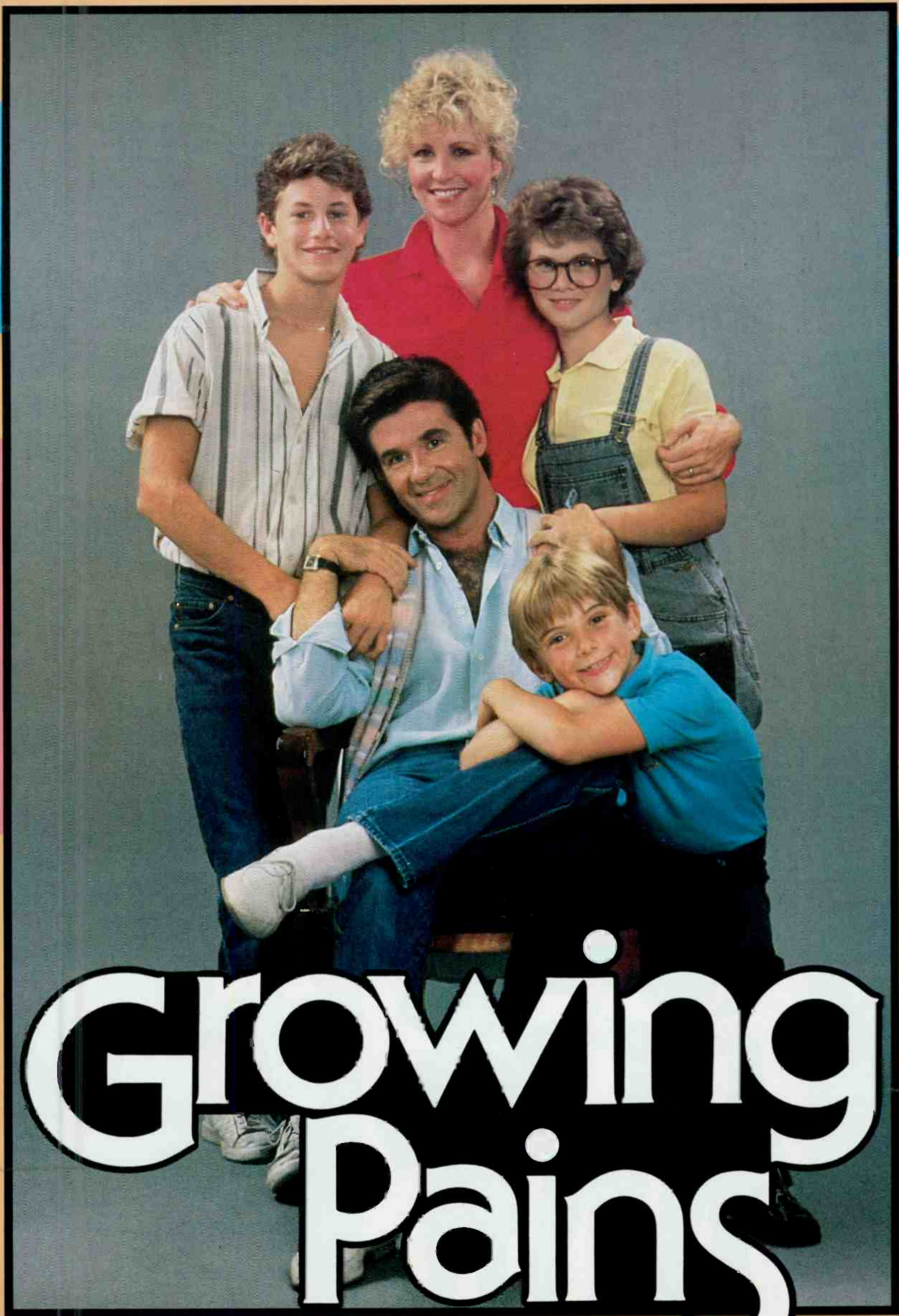
After shuffling in and out of several time slots, the show was axed.

The show was revived by SportsVision in March 1987 and has since been syndicated to a number of regional cable sports services, including Prime Ticket in Los Angeles, SportsChannel/New York, Home Sports Entertainment in Houston and SportsChannel/Florida.

"The show is perfect for cable," says Producer John Roach. "Cable offers a lot of freedom, and we break out of lot of TV's traditional rules. The basis of the show is an opportunity to eavesdrop on three sports experts."

"It's kind of like the movie 'My Dinner With Andre' for sportswriters."#





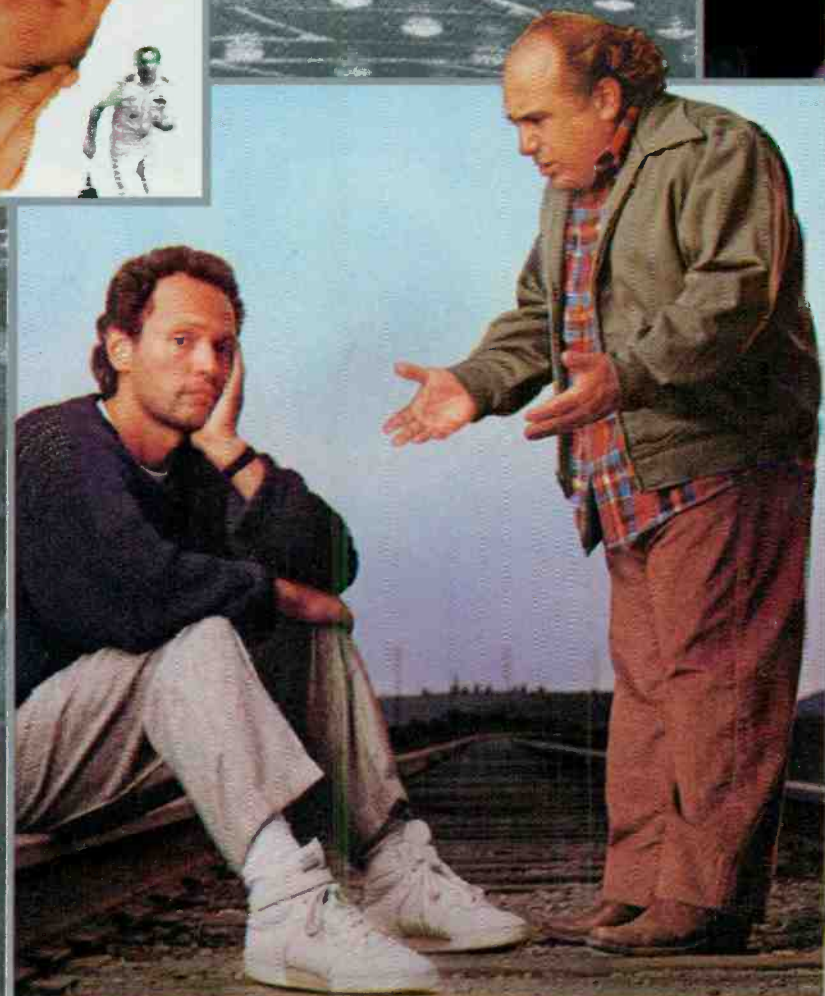
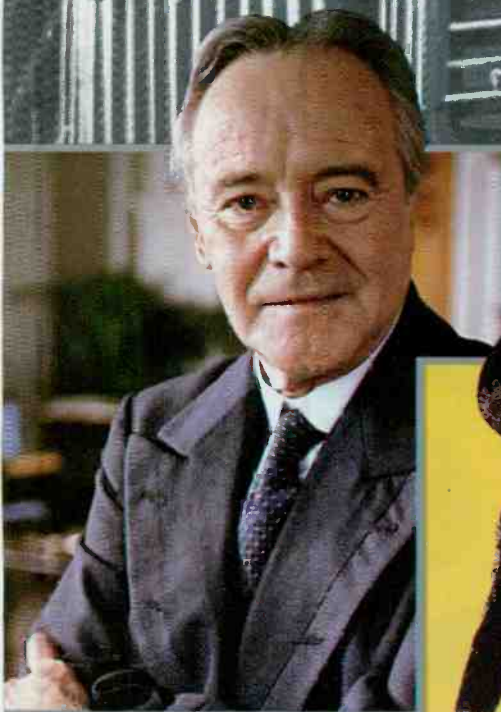
# Growing Pains

WARNER BROS. TELEVISION DISTRIBUTION  
A Warner Communications Company



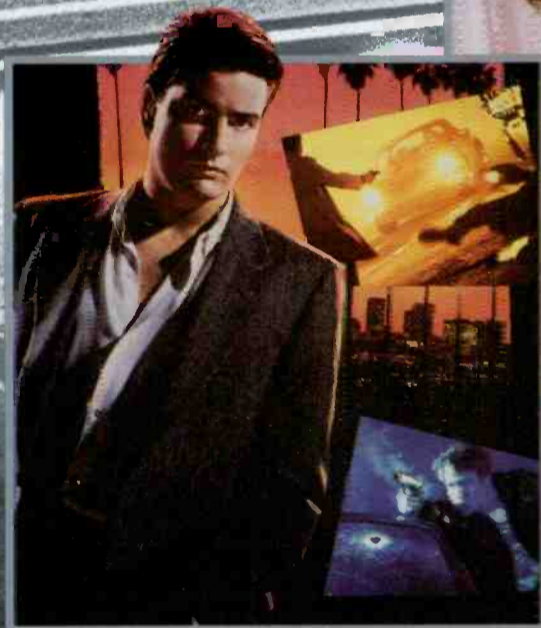
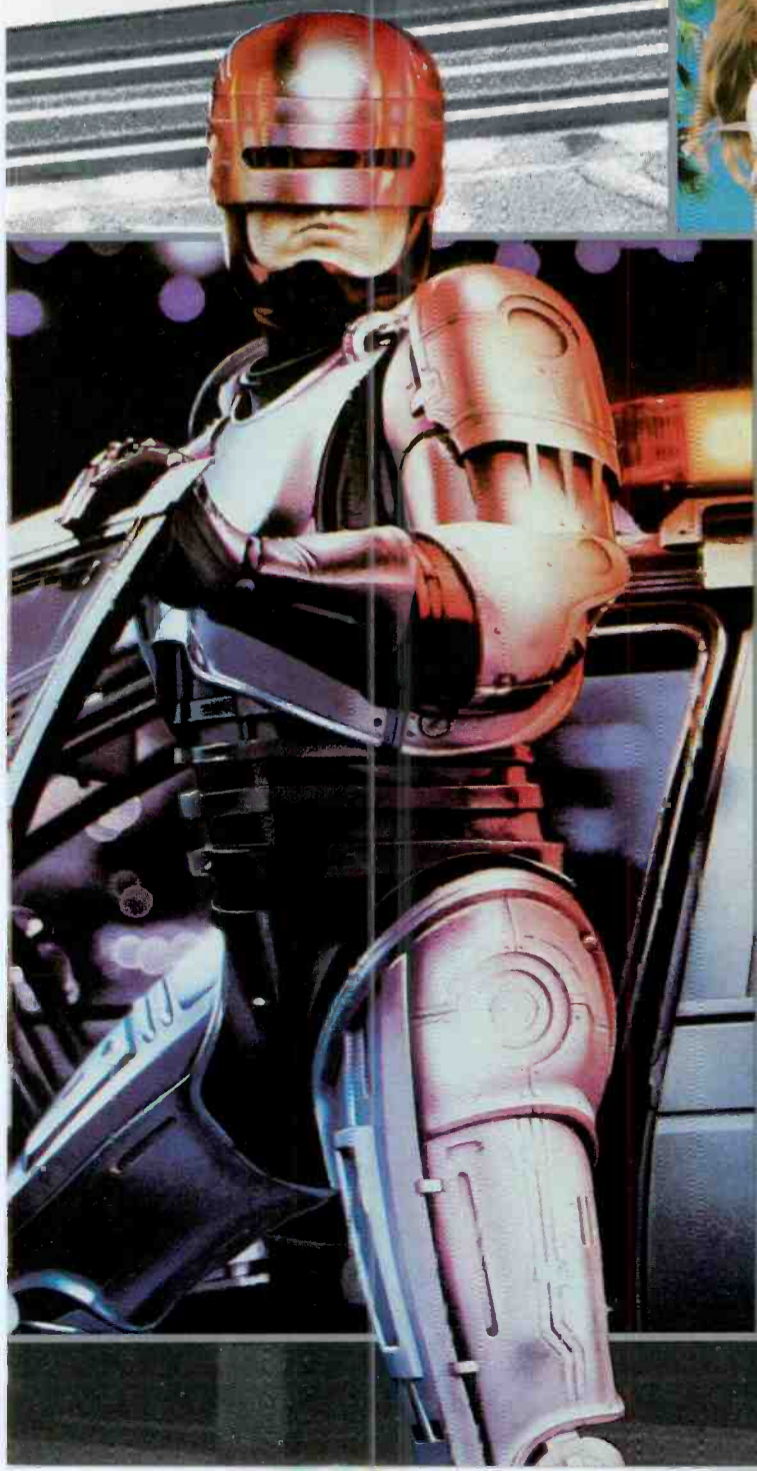
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ROBOCOP • THREE AMIGOS  
MALONE • THE BELIEVERS  
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**ORION**<sup>®</sup>  
TELEVISION SYNDICATION

# Finding a market for HDTV

High-definition television is receiving much attention these days. Equipment manufacturers are pushing it at conventions and trade shows. Government regulators are pondering ways the spectrum might accommodate it. Broadcasters are scurrying to avoid letting cable stake an exclusive claim to it. There are dire warnings that foreign competitors already have an HDTV advantage.

HDTV trade-show demonstrations typically elicit a chorus of oohs and aahs from engineers, who readily grasp and appreciate what it takes to produce the sharper pictures provided by this new form of TV.

What we hear less about as HDTV rumbles into the forefront of the television industry are its practical applications and marketing opportunities. The hardware gang just seems to assume that the consuming public will embrace it because, well, it's better.

While we share much of the TV industry's enthusiasm for HDTV, we advise against taking the public for granted.

For one thing, HDTV receivers are expected to cost several thousand dollars, at least in the early days. Furthermore, if you don't happen to be an engineer or a videophile, HDTV's picture may not be all that impressive. Indeed, when conventional monitors have been displayed alongside small-screen HDTV receivers, the difference has been conspicuously underwhelming to some.

However, HDTV is quite impressive when presented on a big screen, where the advantages of its sharper picture come into clear focus. Suddenly, the viewer can see the possibilities of having a TV screen the size of an entire wall, of watching a larger-than-life Super Bowl contest, of seeing a movie at home

without having the quality and impact diluted by conventional small-screen television. Certain forms of entertainment, such as variety shows, that don't lend themselves to small-screen exposure, could blossom in an HDTV era.

In short, as big-screen television HDTV promises to be truly revolutionary, or so it seems. But this is but a suspicion on our part and on the part of many in the TV industry. The true market for HDTV, if it exists, will have to be defined by market research that is at least as sophisticated and well-conceived as the HDTV technology itself.

So while engineers, regulators and the like work to remove the remaining technical obstacles to HDTV, it is important for the so-called softer side of the TV industry to arm itself with data about what consumers like, need and want.

History warns of the costly perils of miscalculating the TV marketplace. Consider, for example, the laser videodisc player, which was touted for its superior picture quality when its real strength was on the audio side. In retrospect, it seems that manufacturers could have saved themselves a lot of time and money had they developed the compact disc player before or instead of the videodisc player. Likewise, buyers of videocassette players were never won over by the superior picture provided by Beta as opposed to VHS.

Technical differences that appear dramatic to technicians often appear subtle and insignificant to consumers. In the case of HDTV, the oohs and aahs coming from engineers at various trade shows are encouraging, but they would be more significant if they were coming from ordinary consumers. #

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### LETTERS TO THE EDITOR

## Advocacy journalism out of place in EM

Your use of the word "scab" in the headlines and text of your June 27 issue (Pages 1, 48) in reference to non-union writers does nothing to build your credibility as a responsible publication. Is there some reason why objective journalism should not be the goal of the news pages of ELECTRONIC MEDIA?

Most professional editors I have known or whose work I have observed allow use of derogatory words only in unusual circumstances, and then only in a direct quotation. I don't understand why an exception should be made in the case of one who works without belonging to a union.

Or is there really something so heinous about refusing to join a union or honor a strike that it places one outside the bounds of human consideration?

Advocacy journalism may have its place. But its tools seem out of place on the front

page of ELECTRONIC MEDIA.

**I. Jerome Kenagy**  
president  
Custom Business Systems  
Reedsport, Ore.

1950s."

**Roy Humphrey**  
chief engineer  
WLTJ-FM  
Pittsburgh

## ATC move takes a step backward

I was most discouraged by the reasoning behind the move of American Television & Communications Corp. to the New York area.

Here is a company whose existence depends upon electronic communications technology, but seems to require proximity for its own internal communications.

If these were tired, self-destructive executives of old, heavy industries, one could possibly understand. But for the leaders of such a high-tech firm to make such a decision . . .

In light of this move I would propose a new motto for ATC . . . "Onward to the

## Tell us what you're thinking

EM welcomes letters to the editor. If you want to speak out, write to Viewpoint, ELECTRONIC MEDIA, 740 Rush St., Chicago, Ill. 60611. All letters are subject to publication provided they are signed and neither defame nor libel individuals or organizations.

Letters may be shortened and grammatical errors corrected.

As a matter of policy, writers' names are published. However, exceptions to this policy may be granted upon request of the writer if, in the opinion of the editors, the reason is sufficiently compelling. #

### QUICK TAKES

## What is your station's most successful local production?



**Dan Akens**  
station manager  
WSMV-TV  
(NBC)  
Nashville,  
Tenn.

"We are blessed with 'The Ralph Emery Show,' a 90-minute live show that runs weekdays at 5:30 a.m. In the May Nielsen book, it did a 12 rating and a 54 share. The show has music, fun and entertainment, and it's been on the air for 25 years."



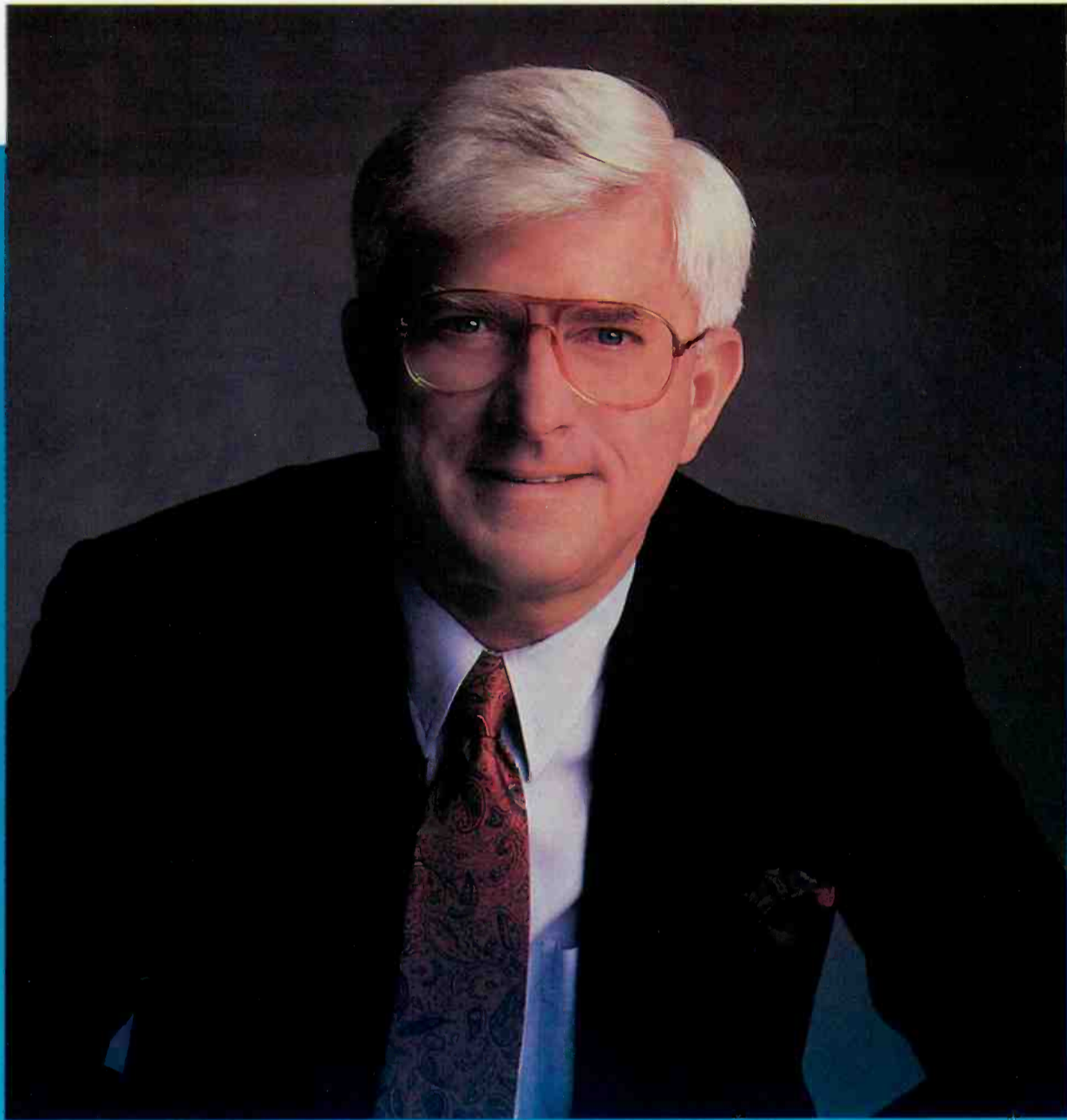
**Lee Petrik**  
program director  
KATU-TV  
(ABC)  
Portland, Ore.

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program manager  
KDKA-TV  
(CBS)  
Pittsburgh

"At the present time, it's Pittsburgh Pirates baseball. We're averaging a 15 rating so far, and we'll be airing 40 games this season, many of them in prime time. Almost equal to that is 'Evening Magazine,' our local prime-access show. It's been on the air for 10 years."

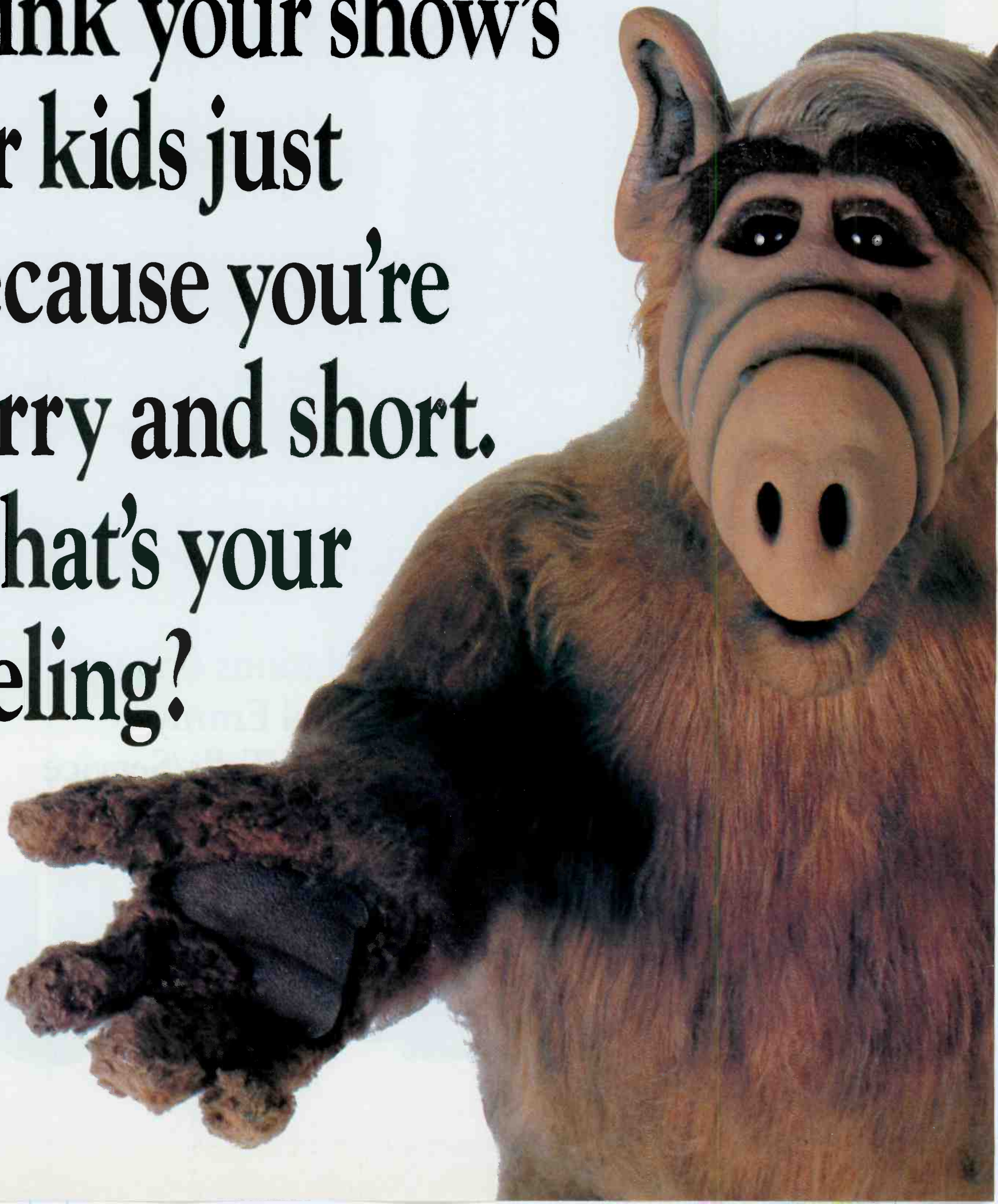


# Congratulations, Phil!

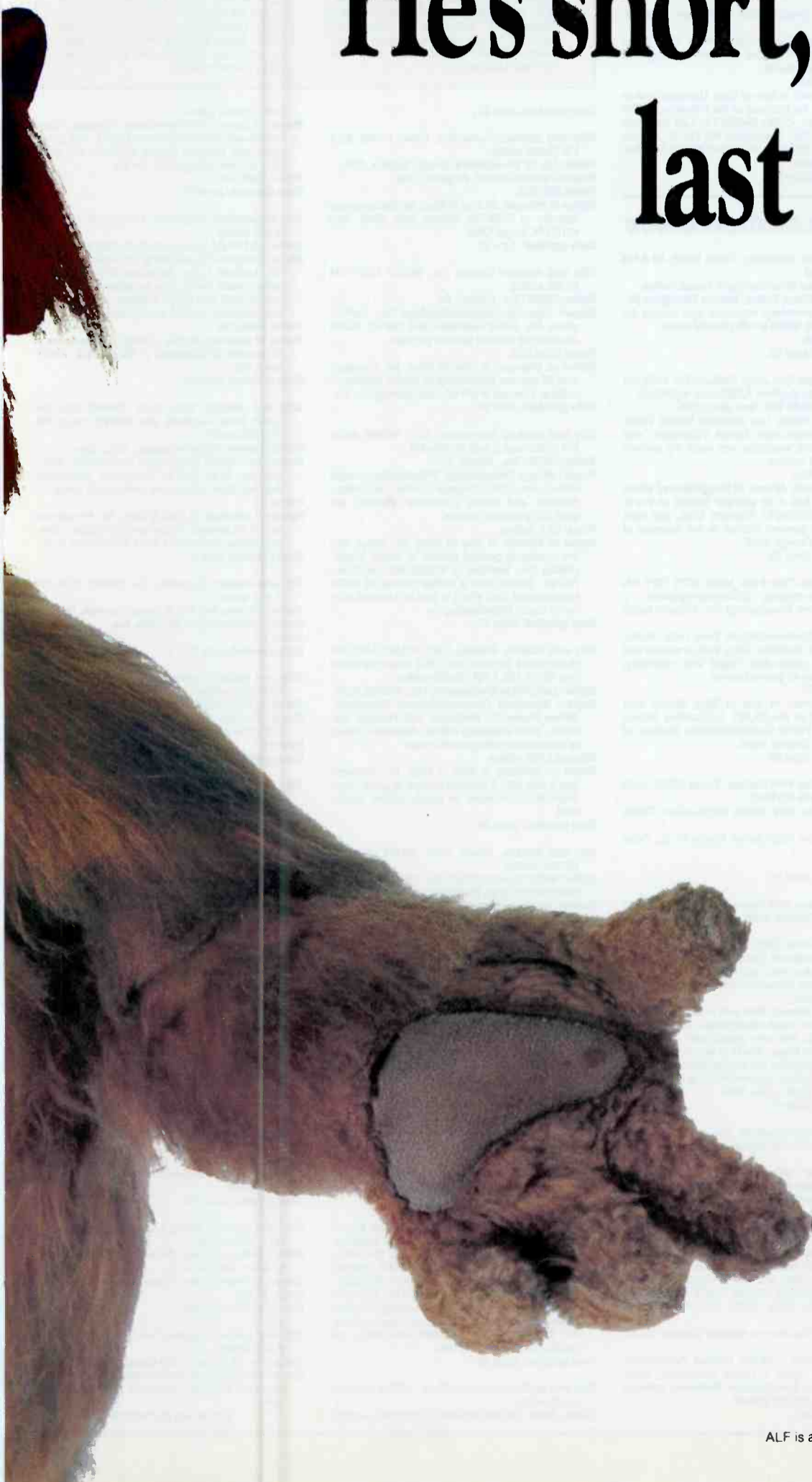
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He's short, and his  
last name is  
furry!**



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NEWS OF RECORD

The following are items released by the Federal Communications Commission from June 30 to July 6.

TV station sales

City and station: Buffalo, N.Y., WGRZ-TV Channel 21. Seller: George Lilly, Sandy DiPasquale and William Reyner Jr., Washington. Buyer: Tak-WGRZ Inc., Vienna, Va. Sharad Tak, president, treasurer and 100 percent voting-stock owner. Price: \$85 million. Notes of interest: At time of filing, Mr. Tak was the sole shareholder of Tak Communications, which was licensee of the following: WKIO-FM, Urbana, Ill.; WKOW-TV, Madison, Wis.; WAOW-TV, Wausau, Wis.; WXOW-TV, LaCrosse, Wis.; WQOW-TV, Eau Claire, Wis.; KITV-TV, Honolulu; KHVO-TV, Hilo, Hawaii; KMAU-TV, Wailuku, Hawaii; WUSL-FM, Philadelphia; and WJQY-FM, Fort Lauderdale, Fla. Date granted: June 24.

City and station: Garland, Texas, KIAB-TV Channel 23. Seller: I Am Broadcasting Television, Garland, Texas. Buyer: Univision Station Group, New York. Irvine Hockaday Jr., president. Univision Holdings Inc. is 100 percent owner. Price: \$5.3 million. Notes of interest: At time of filing, Univision Station Group was the licensee of the following: KFTV-TV, Hanford, Calif.; KMEX-TV, Los Angeles; KDTV-TV, San Francisco; WLTV-TV, Miami; WXTV-TV, Paterson, N.J.; and KWEX-TV, San Antonio, Texas. Date granted: June 28.

Radio station sales

City and station: McKinney, Texas, KWPL 95.3 FM (3,000 watts). Seller: The Oaks Broadcasting of Texas, Dallas. Buyer: Radio Plano, Dallas. Marcos Rodriguez Sr., president, secretary, treasurer and trustee for Elisha Trust, which is 100 percent owner. Price: \$500,000. Date granted: June 15.

City and station: San Jose, Calif., KLOK 1170 AM (50,000 watts daytime, 5,000 watts nighttime). Seller: KLOK Radio Ltd., San Jose, Calif. Buyer: Bahia Radio, Los Angeles. Daniel Villanueva, president, and James Villanueva, vice president and secretary, are each 50 percent voting-stock owners. Price: \$4.2 million. Notes of interest: At time of filing, Messrs. Villanueva each had a 50 percent interest in the licensee of KBRG-FM, Fremont, Calif., and each had a 24.8 percent interest in the licensee of KSRT-AM, Orange, Calif. Date granted: June 20.

City and station: Twin Falls, Idaho, KTFI 1270 AM (5,000 watts daytime, 1,000 watts nighttime). Seller: Greentree Broadcasting Co., Rancho Sante Fe, Calif. Buyer: Veis Communications, Twin Falls, Idaho. Marvin Veis, chairman. Terry Veis, president and 51 percent owner and Peggy Veis, secretary, treasurer and 49 percent owner. Price: \$250,000. Notes of interest: At time of filing, Marvin Veis owned 300 of the 29,591 outstanding shares of stock in Prairie Communications, licensee of KCGM-FM, Scobey, Mont. Date granted: June 20.

City and station: Port Neches, Texas, KDLF 1150 AM (500 watts daytime). Seller: The Rev. Billy James Hargis et al., Tulsa, Okla. Buyer: The Rev. Billy James Hargis et al., Tulsa Okla. Price: \$0. Date granted: June 20.

City and station: Pine Island Center, Fla., WDCQ 1200 AM (10,000 watts daytime, 1,000 watts nighttime). Seller: Jerry Collins, Cape Coral, Fla. Buyer: CR Investment Partners, Washington. Randall Blair, chairman, and Carl Fazio Jr., president, are each 50 percent voting-stock owners. Price: \$2.2 million. Date granted: Messrs. Blair and Fazio are officers, directors and equal shareholders of Broadcast Media Corp., the sole shareholder of Lansing Broadcasting Corp., which in turn is the corporate general partner of Lansing Broadcasting Associates Limited Partnership, the licensee of WLNZ-FM, Saint Johns, Mich. Date granted: June 21.

City and station: Gainesville, Fla., WJLF 91.7 FM. Seller: Central Florida Educational Network, Lakeland, Fla. Buyer: Alachua Public Radio, Gainesville, Fla. Arnold Lastinger, president. First Assembly of God is 100 percent owner. Price: \$12,000. Date granted: June 21.

Cities and stations: Jacksonville, Fla., WEJZ 96.1 FM (100,000 watts). Indianapolis, WIRE 1430 AM (5,000 watts) and WXTZ 103.3 FM (18,000 watts). Cleveland, WQAL 104.1 FM (11,000 watts). Tulsa, Okla., KBEZ 92.9 FM (100,000 watts). Seller: Walter Tiburski and Anthony Osepek, Cleveland. Buyer: ML Media Partners Limited Partnership, Greenwich, Conn. I. Martin Pompadur, chairman. Media Management Partners, general partner is 1 percent partner. Price: \$45 million.

Key FCC actions

Affirmed Mass Media Bureau action granting transfer of control of Spanish International Communications Corp. from its shareholders to SICC Holding Corp., which is controlled, through subsidiaries, by Hallmark Cards Inc. Action by the commission June 28, by memorandum opinion and order, FCC 88-219. Mass Media action, report Mass Media 329.

Ordered further hearings in the proceeding involving the mutually exclusive applications of Cannon Communications Corp., First Class Communications Ltd. and Heather Stengel for a new FM station at Chatham, Mass. Action by the commission June 27 by memorandum opinion and order, FCC 88-215. Mass Media dockets 83-976, 982, 983. Report docket case 1192, action in docket case.

The FCC has upheld the Mass Media Bureau's action denying PrimeMedia and Fleming's requests for reconsideration of applications for new FM stations in Fargo, N.D.; Great Falls, Mont.; Orlando, Fla.; and Raleigh, N.C. Action by the commission June 27 by memorandum opinion and order, FCC 88-218. Mass Media action, report Mass Media 330.

The United States Court of Appeals for the District of Columbia Circuit has upheld the FCC's decision assigning VHF TV Channel 8 to Morehead City, N.C., over the objection of WITN-TV Inc., licensee of WITN-TV, Channel 7, Washington, N.C. WITN-TV Inc. vs. FCC, 87-1390, argued May 27, decided June 28.

FCC form 301. The commission is seeking comments on a proposal by the Federal Communications Bar Association to revise FCC form 301 to require applicants for new commercial broadcast stations to submit additional information, and to make certain changes in the broadcast comparative hearing process. Comments are due Aug. 26, replies Sept. 12. General docket 88-328 by notice of proposed rule-making, FCC 88-205, adopted June 20 by the commission.

Blitmore Forest, N.C. and Clemson, S.C. Affirmed allotment of Channel 243A (96.5 MHz) to Blitmore Forest; and, effective Aug. 19, amended the FM table by allotting Channel 285A (104.9 MHz) to Clemson as its first full-time local service, at the request of Tri-County Broadcasting Corp. Mass Media docket 86-32 by memorandum opinion and order, FCC 88-199, adopted June 13 by the commission.

Date granted: June 21.

City and station: Comanche, Okla., KHME 96.7 FM (3,000 watts). Seller: No. 52 Broadcasting Group, Sulphur, Okla. Buyer: Harold Cochran, Kingston, Okla. Price: \$50,000. Notes of interest: At time of filing, Mr. Cochran was licensee of KKBI-FM, Broken Bow, Okla., and KITX-FM, Hugo, Okla. Date granted: June 21.

City and station: Canton, Pa., WKAD 100.1 FM (3,000 watts). Seller: WKAD Inc., Canton, Pa. Buyer: Cantoroair Communications Co., Selinsgrove, Pa. David Bernstein and Stanley Butler are each 50 percent general partners. Price: \$250,000. Notes of interest: At time of filing, Mr. Bernstein was 85 percent stockholder of Sunair Communications, licensee of WYGL-AM, Selinsgrove, Pa. Date granted: June 21.

City and station: Rensselaer, N.Y., WQBK 103.9 FM (3,000 watts) and WQBK-AM. Seller: WQBK Inc., Albany, N.Y. Buyer: Albany Broadcasting, Philadelphia. Joseph Weiss, president; Charles Golden, secretary/treasurer; and Jeffrey Chodorow, director, are each 33 1/3 percent owners. Price: \$2.9 million. Notes of interest: At time of filing, Mr. Weiss was the managing general partner of Bucks Broadcasting Co., licensee of WBCB-AM, Levittown, Pa. Mr. Golden was a limited partner of MGW Management Co., which in turn is a limited partner in Bucks Broadcasting Co. Date granted: June 17.

City and station: Wichita, Kan., KQAM 1410 AM (5,000 watts daytime and 1,000 watts nighttime) and KEYN 103.7 FM (95,000 watts). Seller: Long-Pride Broadcasting Co., Wichita, Kan. Buyer: Aberdeen Communications, Cleveland. James Naylor IV, president, and Richard Torcasso, chief operating officer. Aberdeen Group is 100 percent voting-stock owner. Price: \$3.365 million. Notes of interest: At time of filing, Mr. Torcasso had a less than 5 percent interest in Jacor Communications, licensee of WJJI-AM/FM, Cleveland. Date granted: June 22.

City and station: Toledo, Ohio, WMHE 92.5 FM (50,000 watts). Seller: Waite Broadcasting Corp., c/o Osborn Communications Corp., New York. Buyer: Noble Broadcast of Toledo, San Diego. John Lynch, president. Noble Broadcast Group is 100 percent voting-stock owner. Mr. Lynch is president, chief executive officer and 100 percent voting-stock owner of Noble Broadcast Group. Price: \$0. Date granted: June 22.

City and station: Stayton, Ore., KCKX 1460 AM. Seller: Azelco Inc., Stayton, Ore. Buyer: Communication Arts, Stayton, Ore. Eugene Boger, president, and Gail Boger, secretary/treasurer, are each 50 percent voting-stock owners. Price: \$110,000. Date granted: June 22.

City and station: Liberty, Mo., KLTU 106.5 FM (100,000 watts). Seller: Transcolumbia Communications, Houston. Buyer: Scout Broadcasting Corp., Seattle. James Ireland III, chairman/secretary. Price: \$4 million. Notes of interest: At time of filing, Olympic Broadcasting Corp., parent company of the assignee, owned, through subsidiaries, the following: KRCY-FM, San Francisco; KRPM-AM, Seattle; KRPM-FM, Tacoma, Wash.; KHIT-FM/KZZU-FM, Spokane, Wash.; KMGX-FM, Hanford, Calif.; KYAK-AM/KGOT-FM, Anchorage, Alaska; KIAK-AM/KQRZ-FM, Fairbanks, Alaska; KLIQ-AM, Sun Valley, Nev.; KLIQ-FM, Reno, Nev.; and KMZQ-FM, Henderson, Nev. Date granted: June 23.

City and station: Ardmore, Okla., KRDM 96.5 FM (3,000 watts). Seller: Stiles Communications Corporation of Ard-

more, Plano, Texas. Buyer: Ardmore Communications, Ardmore, Okla. Ron Ricord, president; Karen Ricord, vice president; and Rhonda Ricord, director; are each 33 1/3 percent voting-stock owners. Price: \$200,000. Date granted: June 23.

City and station: Bradenton, Fla., WTRL 1490 AM (1,000 watts). Seller: Highlands Communications, Bradenton, Fla. Buyer: Biscayne Broadcasting Co., Holmes Beach, Fla. Anthony Lupo, president and 25 percent control; Mark Davis, vice president and 15 percent control; and Milton Wallace, secretary/treasurer/chairman and 60 percent control. Price: \$450,000. Notes of interest: At time of filing, Mr. Lupo was a 20 percent shareholder of WLQY-AM, Hollywood, Fla. Date granted: June 23.

City and station: Rifle, Colo., KWWS 810 AM (1,000 watts daytime) and KWWS 105.3 FM (100,000 watts). Seller: Servant Communications, Rifle, Colo. Buyer: Sun Media Corporation of Colorado, Albuquerque, N.M. Steven Humphries, president, chairman and 100 percent voting-stock owner. Price: \$0. Notes of interest: At time of filing, Mr. Humphries owned 74 percent of the stock of Kapdin Communications, licensee of KLLT-FM, Grants, N.M. Date granted: June 27.

City and station: Alpharetta, Ga., WVVX 1400 AM (1,000 watts). Seller: Thomas and Ann Dobrient, Roswell, Ga. Buyer: Maurice Negrin, Marietta, Ga. Price: \$0. Date granted: June 27.

City and station: Spring Lake, N.C., WPJS 1450 AM (1,000 watts). Seller: Smiles Radio, Hickory Grove, S.C. Buyer: Evangel Christian School, Lakeland, Fla. Karl Strader, president. Price: \$0. Date granted: June 27.

City and station: Lincoln, Neb., KLMS 1480 AM (5,000 watts daytime, 1,000 watts nighttime) and KFMQ 101.9 FM (100,000 watts). Seller: Woodward Communications, Dubuque, Iowa. Buyer: Midwest Communications of Nebraska, Schofield, Wis. Duey Wright, president. Midwest Communications Inc. is 100 percent voting-stock owner. Mr. Wright is president and 92 percent voting-stock owner of Midwest Communications Inc. Price: \$2.2 million. Notes of interest: At time of filing, Mr. Wright was: 100 percent owner of WRIG-AM/WDEX-FM, Wausau, Wis. Midwest Communications Inc. is licensee of WGEE-AM/WIXX-FM, Green Bay, Wis. Midwest Communications of Iowa, a subsidiary of Midwest Communications Inc., is licensee of KIOA-AM/KDWZ-FM, Des Moines, Iowa. WKKQ Inc., also a subsidiary of Midwest Communications Inc., is licensee of WKKQ-AM/WTBX-FM, Hibbing, Minn. Date granted: June 28.

City and station: Logan, W. Va., WLOG 1230 AM (1,000 watts). Seller: Estate of the Donco Corp., c/o Thomas Truman, trustee, Beckley, W. Va. Buyer: Logan Bank and Trust Co., Logan, W. Va. Harvey Oakley, chairman. Price: \$50,000. Date granted: June 28.

City and station: Spring Lake, N.C., WPJS 1450 AM (1,000 watts). Seller: William Suttles, Robert Suttles and Diane Houston, Raleigh, N.C. Buyer: Norman Suttles, Hickory Grove, S.C. Price: \$1,000. Date granted: June 27.

City and station: Sulphur, Okla., KSDW 100.9 FM (3,000 watts). Seller: No. 52 Broadcasting Group, Sulphur, Okla. Buyer: Murray County Broadcasting, Marlow, Okla. Raymond McGrew, president and 80 percent owner. Price: \$0. Date granted: June 28. (Continued on Page 35)

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...UNTIL NOW!

# Public TV station stuck in legal limbo

By RICHARD MAHLER

Los Angeles bureau chief

LOS ANGELES—The future of a black-owned public TV station here is languishing while Federal Communications Commission investigators sort through charges and countercharges regarding the outlet's ownership and operations.

The station, KEEF-TV, licensed to the Black Television Workshop, was ordered off the air last August after the FCC cited technical violations of its construction permit.

Later, the FCC said it was looking into more than just technical violations. Agency officials have admitted that they are investigating ownership and character issues surrounding a bitter fight for control of the station—one which

erupted into an attempted armed takeover of the station by disgruntled board members last September.

"KEEF was originally taken off the air because its actual facilities were not in accordance with the construction permit that was issued," said Rod Porter, an FCC official handling the case.

"But a number of (other) complex issues have to be dealt with, including who actually controls the license, whether or not the station is going to be operated consistent with requirements for non-commercial operators, and alleged improprieties (by its owners)."

While the case is pending, the FCC itself has come under fire for taking too long to complete the matter.

Further delays could threaten the

station's ability to ever get back on the air, according to principals involved with the station.

The delays have prompted a California state legislator to turn up the political heat at the FCC in an attempt to expedite the agency's investigation of Black Television Workshop.

"I don't think it's appropriate for me to comment on specifics of our investigation," said Roderick Porter, deputy chief of the FCC's Mass Media Bureau. "But I think we are about a month away from completing our report."

Rather than issue a staff (declaratory) ruling on the matter, Mr. Porter said he intends to turn the case over to the commissioners themselves for appropriate action.

Asked if he expects the FCC to be

ready for a decision on KEEF's fate in September, Mr. Porter said he "can't be pinned down on any particular time frame."

Because the delays have silenced the public TV station for almost a year, California Assemblywoman Gwen Moore has asked the disputing parties to settle their differences privately so that the FCC might allow KEEF to return to the air.

Neither Ms. Moore nor her legislative aide responded to requests for comment on KEEF, although other sources said she has had direct contact with senior FCC officials about the case.

"Effectively, what the FCC has done is destroy a fledgling station," charges Stephen Yelverton, a Washington-based attorney representing Booker Wade. Mr. Wade's claim to

be vice president and general manager of KEEF is being challenged by three members of the Black Television Workshop's five-member board, the other members of which are Mr. Wade and his sister.

"If our license were granted tomorrow, it would take a year to get the station back on the air; maybe two years," says Mr. Yelverton, speculating that BTW might never recover its reputation or line up the resources it needs to sign on again.

Peter Tannenwald, a Los Angeles attorney representing Black Television Workshop's business partner, Radio Telecom & Technology, is even more pessimistic: "Whoever gets the license will have to start from ground zero again; the transmitter has been repossessed."

ELECTRONIC MEDIA has learned that other key contracts for the station have been canceled and all employees have been laid off.

At the heart of the stalemate is a multifaceted complaint by Mary Woodfork, Clint Wilson II and Gary Cordell against Mr. Wade, a former FCC attorney who has been involved in several controversial UHF startups since he left the agency about eight years ago.

Among other things, Ms. Woodfork's faction charges Mr. Wade with illegally asserting control of Black Television Workshop as its vice president and general manager.

BTW won the construction permit for Channel 68 over several competing applicants in 1983 with the promise to become Los Angeles' first minority-owned public station.

"Booker Wade usurped KEEF from the (BTW) board, misused over \$200,000 in contributions, made fraudulent statements to the FCC and entered into or modified contracts (relating to KEEF) without proper authorization," claims Daniel Simms, a Houston attorney representing the dissident board members.

"We contend that Mr. Wade's goal was to get the license for himself," explains Mr. Simms, "but these (board members) really wanted the station for the community. They were used by him."

Mr. Wade denied wrongdoing in an interview with ELECTRONIC MEDIA last winter, but he has declined to return telephone calls since that time. His attorney, Mr. Yelverton, concedes that BTW was out of compliance with its construction permit on "some very slight technical criteria" when it began test broadcasts in the summer of 1987. But he says the other allegations are without foundation.

"Mary Woodfork's allegations are flaky," Mr. Yelverton declares. "We've been in the dark since last August as to why we're not on the air."

When he asked the FCC for a detailed list of the charges pending against Mr. Wade, the attorney says he received a reply on June 9 referring back to complaints filed by Ms. Woodfork and the other board members in July 1987.

What most confounds Messrs. Yelverton and Tannenwald is the duration of the FCC's stop-broadcasting order.

"I worked (as a staff attorney) at the FCC for 15 years and never saw anything like this," says Mr. Yelverton, who says proper FCC procedure is to keep a station on the air while technical problems are dealt with and state courts resolve control disputes.

Mr. Tannenwald, whose client invested \$400,000 to prepare a data transmission service using a channel adjacent to KEEF, labels the delay "outrageous."

"Maybe it was proper to shut the station down, but (the technical

(Continued on Page 35)



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# THE GOLDEN GIRLS



  
Buena Vista  
Television

## CALENDAR

## July

July 11-13, **New England Cable TV Association annual convention and exhibition**, Tara Hyannis Resort and Conference Center, Hyannis, Mass. Information: William Durand, 617-843-3418.

July 12, **Cable operator theft of service seminar** sponsored by the Southern California Cable Television Marketing Council, Pacifica Hotel, Culver City, Calif. Information: Aisha Wofford, 213-684-7024.

July 12-14, **Sterling Institute National Sales Manager's Program** sponsored by the TV Bureau of Advertising, Hyatt Regency, Chicago. Information: Lee Barney, 212-486-1111.

July 12-Sept. 10, **Rock Music on Television**, screening series, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

July 13, **Florida Hurricane Chapter**

of American Women in Radio and TV luncheon program, Tampa Airport Hilton, Tampa, Fla. Information: Dawn Davis, 813-623-2828.

July 13, **What's Going On in the Home Video Business**, New York Television Academy drop-in luncheon featuring guest speaker Austin Furst Jr., chairman and chief executive officer, Vestron Inc., Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

July 13, **General membership meeting for the Caucus for Producers, Writers & Directors**, featuring guest speaker James Mooney, president, National Cable Television Association, Chasen's, Los Angeles. Information: David Levy, 213-652-0222.

July 14, **How to Write Shows That Don't Exist—and Get Well Paid for It**, New York Television Academy drop-in breakfast featuring guest

speaker Henry Slesar, television writer/author, One East 53rd St., New York. Information: Mary Tischbein, 212-765-2450.

July 14-15, **Broadcast Financial Management Association and Broadcast Credit Association board meeting**, Hyatt Regency O'Hare, Rosemont, Ill. Information: Mary Ghiselli, 312-296-0200.

July 14-16, **Channel for Change**, National Federation of Local Cable Programmers 11th annual national convention, Hyatt Regency Hotel, Tampa, Fla. Information: Sue Miller Buske, 916-456-0757.

July 17-22, **All-Harvard faculty taught seminar for general sales managers** sponsored by the Television Bureau of Advertising, Stouffer Bedford Glen Hotel, Bedford, Mass. Information: Lee Barney, 212-486-1111.

July 18-21, **Democratic National Convention**, Omni Arena and Georgia

World Congress Center, Atlanta. Information: Ruth Berry, 404-681-7634.

July 18-22, **Video Expo Chicago** exposition and seminar program for video professionals, ExpoCenter/Chicago, Chicago. Information: Barbara Dales, 800-248-5474. In New York, 914-328-9157.

July 19-21, **Florida Cable Television Association annual convention**, Amelia Island Plantation Resort, Amelia Island, Fla. Information: Joice Ventry, 904-681-1990.

July 20, **Taking On the Cable Monopoly**, New York Television Academy drop-in luncheon featuring guest speaker Mark Foster, chairman, Microband Cos., Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

July 20-22, **Southwest Chapter of the National Religious Broadcasters annual convention**, Harvey Hotel, Irving, Texas. Information: Joe Willis,

817-335-2400.

July 21-23, **Florida Association of Broadcasters** convention, Innisbrook Resort, Tarpon Springs, Fla. Information: Deborah Thomas, 904-681-6444.

July 23, **Technical seminar** sponsored by the Rocky Mountain Chapter of the Society of Cable Television Engineers, Ramada Republic Park, Denver. Information: Steve Johnson, 303-799-1200, ext. 621.

July 25, **Synditel**, syndication's annual press preview of first-run TV programming with the TV Critics Association, Registry Hotel, Los Angeles. Information: Richard Quinn, 213-653-3900.

July 25-27, **Financial Planning and Analysis**, hands-on certificate program co-sponsored by Women in Cable and the University of Denver, University of Denver, Denver. Information: Pam Armstrong, 303-871-2927.

July 27, **New Trends in Spanish Television**, New York Television Academy drop-in luncheon featuring guest speaker Donald Raider, executive vice president and chief operating officer, Telemundo Group, Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

July 27, **Technical seminar**, sponsored by the Hudson Valley Chapter of the Society of Cable Television Engineers, Holiday Inn, Kingston, N.Y. Information: Wayne Davis, 518-587-7993, or Bob Price, 518-382-8000.

July 27-29, **National Cable Forum**, cable program networks present latest information to consumer and trade press at the TV Critics Association meeting, The Registry Hotel, Los Angeles. Information: Jim Boyle, 202-775-3629.

July 28, **Technical seminar** sponsored by the Rocky Mountain Chapter of the Society of Cable Television Engineers, Beaver Run Resort, Breckenridge, Colo. Information: Steve Johnson, 303-799-1200, ext. 621.

July 28-30, **Sales manager school**, advanced professional training program for cable ad sales managers and salespeople, presented by the Cable-television Advertising Bureau, Lincoln Hotel and University Conference Center, Indiana University/Purdue University at Indianapolis campus, Indianapolis. Information: Nancy Gomez, 212-751-7770.

July 31-Aug. 3, **CTAM 88: Serving Tomorrow's Consumer Today**, Cable Television Administration and Marketing Society, Westin Hotel, Boston. Information: Christina Nelson, 202-371-0800.

## August

Aug. 1-3, **Interactive videodisc** small-group, two-day conference for vendors and users, sponsored by the Institute of Graphic Communications, Monterey Beach Hotel, Monterey, Calif. Information: Karen Murray, 617-267-9425.

Aug. 7-11, **The Magnificent Seventh**, Video Software Dealers Association seventh annual convention, Las Vegas Hilton and Las Vegas Convention Center, Las Vegas, Nev. Information: Doris Robin, 609-596-8500.

Aug. 11, **High-definition television**, New York Television Academy drop-in luncheon featuring guest speakers Tom DeMaeyer, president, VCA Electronics, and Zbigniew Rybczynski, president ZBIG Vision Ltd., Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

Aug. 15-18, **Republican National Convention**, New Orleans Superdome, New Orleans. Information: Na-deen Wong, 202-863-8866.

Aug. 16, **Oklahoma Cable TV Association Convention**, Marriott Hotel, Oklahoma City. Information: Steve Lowe, 405-943-2017.

Aug. 17, **Technical seminar**, sponsored by the Hudson Valley Chapter of the Society of Cable Television Engineers, Holiday Inn, Kingston, N.Y. Information: Wayne Davis, 518-587-7993, or Bob Price, 518-382-8000. #

*We are doing business...*

This announcement appears as a matter of record only

**PRICE COMMUNICATIONS CORPORATION**  
has acquired  
**KSNF, Television**  
Joplin, Missouri

The undersigned initiated this transaction

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

PL 88A 21 NEW YORK 11557 (212) 947-2300

This announcement appears as a matter of record only

**KOAM Limited Partnership**  
has acquired  
**KOAM-TV**  
Pittsburg, Kansas  
formerly owned by  
Draper Communications, Inc.

The undersigned initiated this transaction

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

PL 88A 21 NEW YORK 11557 (212) 947-2300

This announcement appears as a matter of record only

**ML MEDIA PARTNERS**  
has acquired  
**KATC, Television**  
Lafayette, LA

The undersigned initiated this transaction

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

PL 88A 21 NEW YORK 11557 (212) 947-2300

This announcement appears as a matter of record only

**WTVG, INC.**  
\$17,500,000 of Subordinated  
Notes and Equity  
provided by  
**MEDIA/COMMUNICATIONS PARTNERS**  
an affiliate of TA Associates

Media/Communications Partners' managed funds provided the above equity and debt financing and arranged for \$22,000,000 of bank loans for the acquisition of WTVG, Channel 33, Toledo, OH.

The undersigned represented the buyer

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

PL 88A 21 NEW YORK 11557 (212) 947-2300

This announcement appears as a matter of record only

**COMMONWEALTH COMMUNICATIONS SERVICES, INC.**  
has acquired  
**WSPD-AM and WLQR-FM**, Toledo

The undersigned initiated this transaction

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

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This announcement appears as a matter of record only

**PRICE COMMUNICATIONS CORPORATION**  
has acquired  
**WSEE Television**  
Erie, Pennsylvania

The undersigned represented the buyer

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

PL 88A 21 NEW YORK 11557 (212) 947-2300

This announcement appears as a matter of record only

**TAK COMMUNICATIONS, INC.**  
has acquired  
**KITV Television**  
Honolulu, Hawaii

The undersigned initiated this transaction

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

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This announcement appears as a matter of record only

**COLUMBIA EMPIRE BROADCASTING**  
Hugh E. Davis, President  
has sold  
**KNDO-TV Yakima, Washington**  
**KNDU-TV Richland, Washington**  
to  
**FARRAGUT COMMUNICATIONS, INC.**  
Washington, D.C.  
Bill Lincoln, President

The undersigned initiated this transaction

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

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This announcement appears as a matter of record only

**ADAMS COMMUNICATIONS CORP.**  
has sold  
**KSTU-TV**  
**SALT LAKE CITY**  
to  
**MWT, Ltd.**  
Mountain West Television Corp., General Partner  
Northstar Communications, Inc., Limited Partner

The undersigned initiated this transaction

**SANDLER CAPITAL MANAGEMENT**  
Harvey Sandler General Partner Barry Lewis General Partner

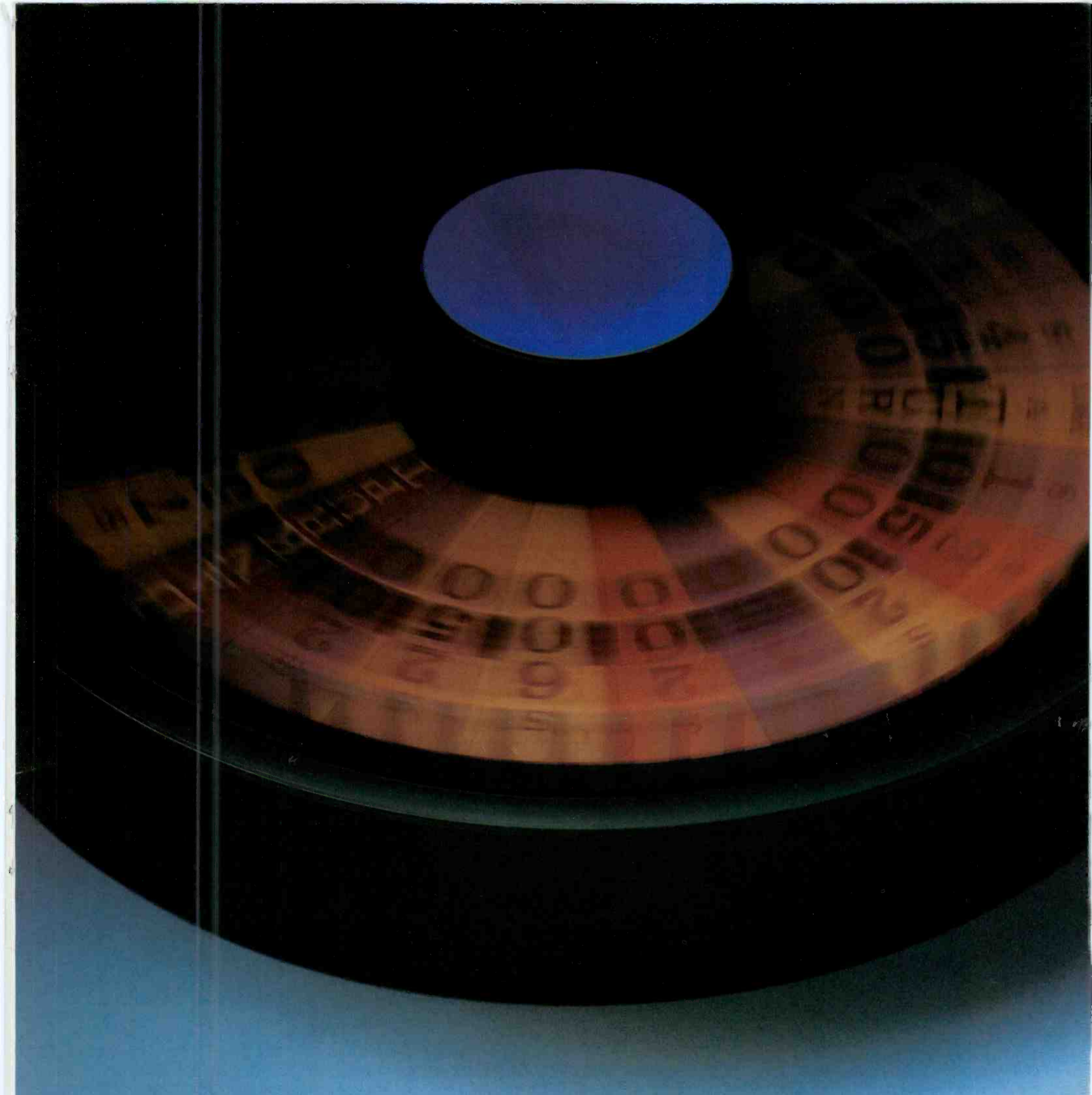
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## Tops Wheel in Key Demos!

			(000)			
			W18-49	W25-54	M18-49	M25-54
New York* 7:30PM	<b>A CURRENT AFFAIR</b>	WNYW	<b>378</b>	<b>358</b>	<b>295</b>	<b>283</b>
	WHEEL OF FORTUNE	WCBS	271	282	164	176
Tampa 7:00PM**	<b>A CURRENT AFFAIR</b>	WTVT	<b>17</b>	15	<b>18</b>	<b>17</b>
	WHEEL OF FORTUNE	WXFL	14	<b>20</b>	9	9
Minn./St. Paul 6:30PM	<b>A CURRENT AFFAIR</b>	KSTP	<b>50</b>	45	<b>34</b>	<b>34</b>
	WHEEL OF FORTUNE	WCCO	43	<b>51</b>	30	30
Grand Rapids 7:00PM	<b>A CURRENT AFFAIR</b>	WOTV	<b>26</b>	<b>25</b>	<b>15</b>	<b>16</b>
	WHEEL OF FORTUNE	WZZM	23	22	12	15
Norfolk* 7:00PM	<b>A CURRENT AFFAIR</b>	WTKR	<b>41</b>	<b>42</b>	<b>32</b>	<b>24</b>
	WHEEL OF FORTUNE	WVEC	35	32	18	19
Harrisburg 7:00PM	<b>A CURRENT AFFAIR</b>	WHTM	<b>23</b>	<b>22</b>	<b>16</b>	<b>15</b>
	WHEEL OF FORTUNE	WHP	16	19	9	9
Roanoke 7:30PM	<b>A CURRENT AFFAIR</b>	WSLS	<b>24</b>	<b>22</b>	<b>18</b>	<b>17</b>
	WHEEL OF FORTUNE	WDBJ	20	21	14	14
Duluth 6:30PM	<b>A CURRENT AFFAIR</b>	WDIO	<b>10</b>	<b>9</b>	<b>10</b>	<b>8</b>
	WHEEL OF FORTUNE	KBJR	7	9	3	4



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# Space limits trouble convention planners

By RUSSELL SHAW

Special to ELECTRONIC MEDIA

ATLANTA—When the Democratic National Convention gets under way July 18 at the Omni Center here, most TV viewers won't see the months of technical planning that went into it.

And the chief technical concern for convention planners was squeezing the media into the Omni so viewers could see the coverage at all.

"This was a very complex thing to get together," says Jim Kitchell, vice president of special operations for Superstation TBS and TBS's liaison with Atlanta '88, the Democratic party's planning arm for convention activities. "It involved a lot of decisions about allocation of space."

Primarily a sports and concert arena, the Omni has approximately 160,000 square feet of space, including 21,504 square feet for the convention floor.

It can hold a maximum of 16,500 people—fewer than one-third that of Houston's Astrodome, the Omni's main competition during bidding to become the convention site.

To make matters more cramped, about 4,000 of the Omni's seats have been removed in the past few weeks to make room for both electronic and print media.

And the space limitations haven't been confined to the inside of the convention center: In these days of satellite uplinking, planners had to figure out how to park 85 mobile satellite uplinks at or near the Omni's rather limited parking areas.

"The lack of parking around the Omni is not going to be a problem," says Mr. Kitchell. "Many of the transportable uplinks will be located behind the Georgia World Congress Center (next door to the Omni). In addition, a number of organizations will be using local



Space limits will be more of a problem at this year's Democratic National Convention in Atlanta's Omni, compared with the 1984 convention in San Francisco's Moscone Center.

vendors to do their uplinking."

During the course of the July 18-21 convention, such local vendors as Upsouth Corp., Crawford Communications and independent WATL-TV are expecting to do big business uplinking signals for stations around the country.

In choosing Atlanta's Omni, the Democrats picked a building that is normally not equipped for extensive broadcasting demands. The only broadcasting facilities in the Omni are some video and audio circuits used for

basketball broadcasts.

And that proved to be a problem in more ways than one. Although planning was started several months in advance, construction of broadcast facilities had to wait until the tenant Atlanta Hawks completed their NBA play-off run.

Following a May 21 loss to the Boston Celtics, the Hawks' season was over and the building became available.

Among the planners' chief technical concerns were frequency problems, whether

fiber-optic wiring could be installed and if there was enough space for computer connections.

Inside the Omni, 38 temporary sky boxes will house technical and support crews.

The four major TV networks—CBS, NBC, ABC and CNN—will each have a sky box and an anchor booth.

In addition, the three stations here with local newscasts will each have an anchor booth, which will be located with the anchor booth of its network.

Fox Broadcasting Co. will have an anchor booth near the ABC booth, and a booth for foreign correspondents will be located with the CNN anchor hub.

CNN might have one advantage over the other networks, however: Its home base at CNN Center is just a few hundred feet from the Omni.

This is the first time the permanent corporate headquarters of a major network will be so close to the staging area for a presidential convention.

But CNN says it won't reap many benefits from the location.

"They are no closer in their basic convention coverage than any of the others," Mr. Kitchell says.

"There is no question it is advantageous, their home base is so close by, but their actual convention operation is a remote. They've got an anchor booth like the others."

One network won't even be in the Omni. C-SPAN, which along with CNN is planning gavel-to-gavel coverage of the convention, will have anchors based at TV studios in the Atlanta Journal-Constitution building, three blocks from the Omni.

Beyond fitting the networks into the Omni, convention organizers had other technical matters to deal with. Among these were

(Continued on Page 35)

## Salomon report: Future not bright for HDTV

By RICHARD TEDESCO

Staff reporter

NEW YORK—The immediate picture for high-definition TV in the United States is not a particularly bright one, according to a research report released last week by Salomon Brothers.

An enhanced form of the current standard 525-line, 6-megahertz transmission system is expected to provide improved picture definition on TV sets for U.S. viewers within the next decade, the report said.

But HDTV itself will only grow with the gradual consumer demand for larger digital flat-panel TV screens, according to Lisa Donneson, media analyst, and J. Michel Guite, telecommunications equipment analyst, who prepared the Salomon Brothers report.

These screens are expected to be introduced in this country by Japanese manufacturers in 1991.

"We see HDTV over the next 10 years as more similar to very high-end stereophonic sound—a reception enhancer for a specialized U.S. niche market," the report said. "After 10 years, HDTV's U.S. growth may surge."

An HDTV picture doubles the current number of lines to 1,125 and is 20 percent wider.

The Salomon report estimated that the initial cost of Japanese HDTV sets in the U.S. market would be \$3,000, with a possible combination HDTV monitor and videocassette recorder available for the same price.

The Salomon analysts cited several reasons for the slow ac-

ceptance of HDTV technology here, including:

- A long period for acceptance of bandwidth reallocation policies. These policies are outlined in a report from the Federal Communications Commission Advisory Committee on Advanced Television Service that is expected to be released shortly.

- An extremely price-sensitive TV receiver market, with consumers showing little inclination to pay extra for the improved-definition units now available.

- Results of controlled U.S. and Canadian experiments showing that consumer preference for HDTV is not strong enough to overcome resistance to its higher costs.

The Salomon HDTV report foresees benefits to program suppliers and packagers such as Warner Bros., Paramount Pictures, MCA, The Walt Disney Co., the three major broadcast networks and cable networks, including HBO, Showtime/The Movie Channel, ESPN and CNN.

Northern Telecom and AT&T are the telephone network providers most likely to benefit from expanded use of broadband technology for HDTV, according to the Salomon report.

The report expects local broadcasters to suffer from the eventual advent of direct broadcast satellite technology, which is currently enabling the spread of HDTV in Japan.

It also foresees little benefit for cable operators not controlling programing sources or for the major cable TV equipment suppliers. #

## High-definition VCR unveiled

Matsushita Electric Industrial has developed a 1/2-inch Hi-Vision videocassette recorder. The new VCR, which offers a high-definition picture, was jointly developed with Japan's NHK and will be marketed in Japan next year. The Hi-Vision format, which uses 1,125 scanning lines, was initiated by NHK. The new VCR uses a base-band for video signal recording on a 1/2-inch metal particle tape and can record up to 60 minutes. By using the 1/2-inch cassette, it provides easier studio editing or field recording and production. It also has a number of commercial uses, including video mini-theaters. Matsushita Electric Industrial Co., Osaka, Japan.

\* \* \*

Belgium's Spinnov has introduced the DSA-720 16-bit dynamic signal analyzer. The signal analyzer combines 16-bit resolution and 20 kHz bandwidth. The dual-channel, VMEbus-instrument has a selectable fast-forward Fourier block size, a full range of FFT facilities and all the traditional measurements, including RMS, distortion, frequency and signal-to-noise ratio. It includes dual-channel programmable wave-form generators and signal analysis facilities. In addition to pulse, noise and low-distortion sine wave signals, the programmable generators can each add as many as 1,024 separate sine waves. The instrument's functions are controlled by a light pen and a set of on-screen menus. N.V. Spinnov S.A., Pleinlaan 2, Building K-6, B-1050 Brussels, Belgium.

\* \* \*

Blonder-Tongue Laboratories is offering two new coaxial cables that meet the required code for community antenna television and radio distributor systems. The National Electric Code, Article 820, went into effect this month and establishes minimum performance requirements for CATVX-type com-

### PRODUCT UPDATE



MATSUSHITA'S HI-VISION 1/2-INCH VCR SYSTEM

munications cable relating to fire, smoke or flame. The two new cables are the FAVC-59X and the FAVC-6X and are used to distribute televi-

sion signals and data from headends. Blonder-Tongue Laboratories, 1 Jake Brown Road, Old Bridge, N.J. 08857. #

# News anchors sound off on promotions

It's a television feud that's been running longer than the one between Blake and Alexis Carrington.

In one corner are the news anchors extolling such virtues as objectivity, truth and journalistic ethics. In the other are the promotion executives furiously trying to defend the necessity of getting the word out, hooking viewers and winning ratings.

"There will likely always be some creative tension between the newsroom and the promotion department," conceded Tom Brokaw in a taped interview presented at the Broadcast Promotion and Marketing Executives and Broadcast Designers' Association convention in Los Angeles last month.

"People who come into journalism have a kind of attitude that they're part of the high church," Mr. Brokaw said. "I think that attitude has gone too far."

"Newspapers have wingo and lotto games and they take out their own ads all the time. But the moment we get involved in some small advertising, the TV columnists across the country start saying we're flacking the news."

Mr. Brokaw was one of about a dozen TV news anchors from around the country who sounded off in taped interviews about promoting news, and the perennial battle between themselves and the people whose job it is to do it.

News promos, which today resemble everything from soft drink com-

mercial to movie parodies, are often "not sensitive to the news philosophies of the stations," said anchor Don Shelby of WCCO-TV in Minneapolis.



SYLVIA CHASE

Not comfortable with staged ads

mercials to movie parodies, are often "not sensitive to the news philosophies of the stations," said anchor Don Shelby of WCCO-TV in Minneapolis.

"There's an ongoing adversary relationship," agreed Ed Sardella of KUSA-TV in Denver. "It's a difference in methodology. News people are trained and conditioned to report in an objective, facts-only manner. Promotion, on the other hand, is an extension of salesmanship. They're expected to sell."

But things are getting better.

"There still exists a credibility gap . . . but it's less of a gap than 10 to 20 years ago," says WCCO's Mr. Shelby.

In fact, though anchors may still insist on rewriting promotional copy and even then read it only begrudgingly, today many admit advertising is essential. "You've got to get the people into the church to see the sermon and loyalize the audience we already have," said Chip Moody of WFAA-TV in Dallas.

Furthermore, "you understand how important promotion is when you're at a station that doesn't do promotion," says Susan King of WJLA-TV in Washington.

But there are still detractors. And those Hollywood day-in-the-life news promos in which anchors are actors, as well as those spots that

hype special reports as if they're a Jackie Collins miniseries, are doing little to dissuade this bunch.

"We as journalists are pretty cynical about the promotion department, and with good reason," said Ms. King of WJLA. "We have to be."

Ginny Simone of KRDO-TV in Colorado Springs, Colo., adds, "I'm not so sure that decreasing the amount of promotion is going to hurt our station. I think that because, speaking for myself, I do so



Susan Spillman

much self-promoting for the station anyway . . . I'm always out in the

community working, and I think that's the best promotion."

The biggest controversy surrounds ads in which some on-the-job scenes are staged and anchors act. Representing the majority, Sylvia Chase of KRON-TV in San Francisco, said, "I'm not comfortable with it. I think you're on dangerous ground."

However, Robin Swaboda of WJW-TV in Cleveland, says, "If you want to stage something to give a certain feel, I think that's all right."

She and her co-anchor recently made such an ad in which they dine at a cafe and then are summoned away on a hot story via a car phone.

"It was all fake," she admitted, "but people loved it because it made us look glamorous or something."

When it comes to actually selecting and sticking with a newscast, though, few anchors think promotion or their reporting, for that matter, make the difference. "It's a cosmetic choice that people make," admits Bob Jimenez of KRON.#



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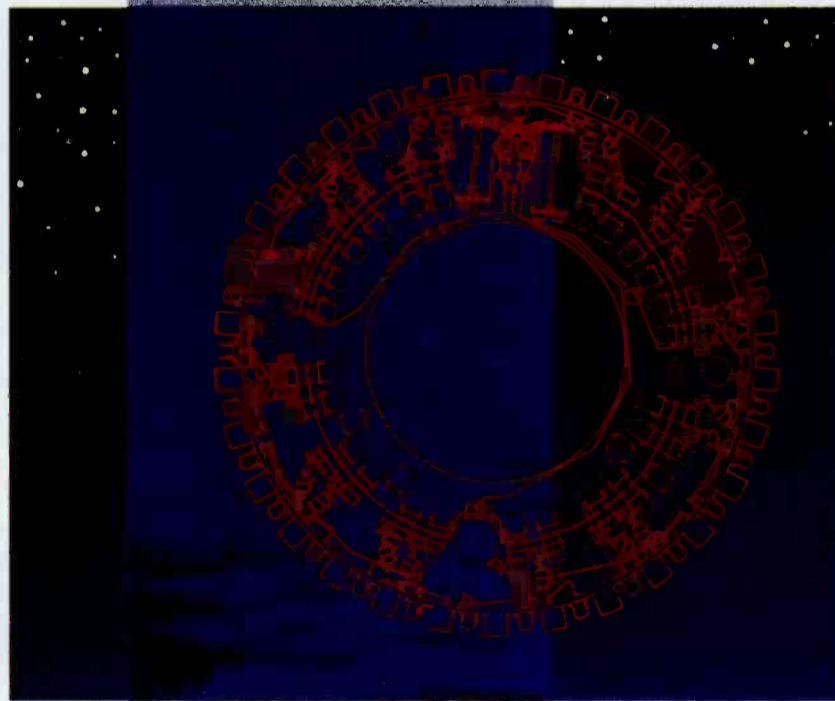
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## **UNAUTHORIZED BIOGRAPHY:**

Mark Monsky, twelve-time Emmy award-winner for news and documentary programming, and a former news director at The NBC Television Stations Division and Metromedia, is the creator and executive producer of *Unauthorized Biography*.

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# Networks move to halt daytime ad sales slide

The three commercial networks have a \$1.32 billion problem: how to halt the steady erosion of their annual daytime advertising revenues.

Daytime traditionally has been the cheapest daypart for the networks to produce, but it has provided them with the largest share of profits.

So it's not surprising that the networks—particularly CBS—have declared war on daytime advertising defections and vowed to win back some of their lost revenues.



**BUSINESS BEAT**

Diane Mermigas

CBS's opening salvo came a week ago in a well-researched presentation to agency and advertising executives. The network made the case that the market has overreacted to what has been only a modest decline in daytime viewing, even with the advent of people meters.

Unfortunately for CBS, which has sustained the largest daytime revenue losses of the three broadcast networks, the presentation comes too late to influence agency and advertiser spending in this year's upfront daytime market.

At best, the network can only hope to reverse some of the recent downward ad spending trends in next season's scatter markets and in the 1989-90 upfront.

According to statistics compiled by Broadcast Advertisers Reports, the three networks' daytime billings declined from \$1.57 billion in 1985, or 19 percent of their total revenues, to \$1.32 billion in 1987, or 15 percent of their total revenues.

While both ABC and NBC managed to slightly improve their slice of the daytime pie last year, CBS's daytime revenues fell from 34.6 percent of total spending in 1986 to 33.2 percent of the total spending in 1987.

The network also saw the biggest declines in two key daytime demographics: In overall households, it dropped 16 percent, while in women ages 18 to 49, it declined 10 percent.

That compares with mostly modest single-digit declines in each category during the same period by NBC and ABC, according to A.C. Nielsen Co.

This year, hopes for a stronger upfront daytime market, which is expected to break in late July, are slim, coming off of last year's generally lethargic advertiser spending.

That could place more than usual importance on next season's scatter markets, where CBS's new approach could work the most good.

Network officials concede they will be lucky just to maintain last year's revenue level, preventing any further ad slide.

"We're an industry that creates illusions, and we're very easily trapped in our own myths," says Thomas Leahy, president of the CBS Marketing Division, a new stand-alone unit charged with improving network TV's standing as an advertising and promotional medium.

"It has become fashionably acceptable not to spend money in network daytime in the belief that the rapid increase in the numbers of working women has contributed to a huge decline in general daytime viewership," Mr. Leahy said in a recent interview with ELECTRONIC MEDIA.

"That perception simply is not justified by the hard facts. What worries us is that advertisers have developed a misconception about daytime that could be corrosive."

Among CBS's findings:

- Declines in overall daytime viewing levels due to the increased number of working women and video competition in the marketplace "are far less dramatic than daytime's detractors would have you believe." Total female viewership in daytime fell only 4 percent, compared to 12 percent in prime time from 1986 to 1987. The important demographic of women age 18 to 49 fell 5 percent in daytime, compared to 14 percent in prime time during the same period.

- Women are not abandoning daytime in massive numbers. Almost two-thirds of all women continue to watch some daytime programming.

- Of all working women, those in pay-cable homes watch the most daytime network TV.

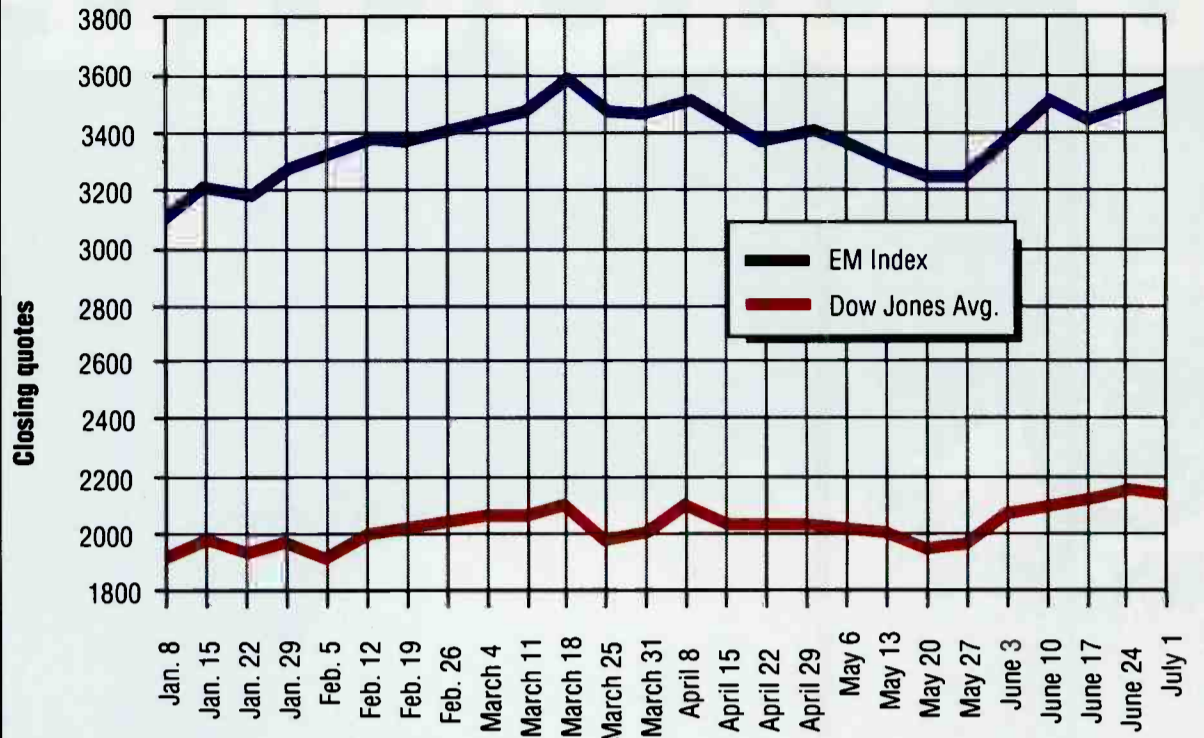
- On a monthly basis, daytime network TV delivers about half of all female viewers who are upscale (in \$30,000-plus income households) and have some college education.

- About 55 percent of daytime viewers do not watch prime time.

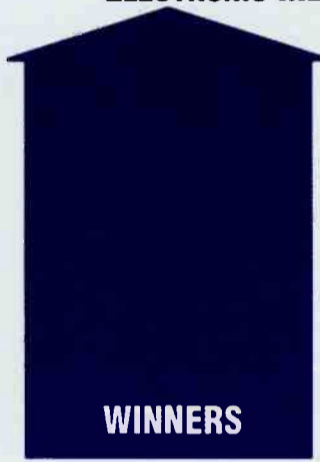
The conclusion, Mr. Leahy says, is that daytime is offering advertisers efficiencies that far surpass the costs-per-thousand being charged.

The daytime presentation, which will be made again to specific advertising clients in coming weeks, is the first of what CBS promises will be a steady stream of research-oriented attacks on "cataclysmic changes" in the TV industry "that must be reversed."#

## ELECTRONIC MEDIA stock index vs. Dow Jones average



## ELECTRONIC MEDIA stock index results for the week ended July 1



	June 24	July 1	Change
King World	\$17.88	\$19.50	9.06%
Home Shopping	\$4.63	\$5.00	7.99%
TCI	\$23.75	\$25.25	6.32%
Viacom	\$23.88	\$24.75	3.64%
Cablevision	\$33.75	\$34.75	2.96%
CBS	\$157.00	\$160.50	2.23%
Jones Intercable	\$11.75	\$12.00	2.13%
Lorimar Telepictures	\$13.38	\$13.63	1.87%
Multimedia	\$69.00	\$70.25	1.81%
Scripps Howard	\$83.00	\$84.50	1.81%
Comcast	\$16.63	\$16.88	1.50%
Gulf & Western	\$44.00	\$44.63	1.43%
MCA	\$41.50	\$42.00	1.20%
Cap Cities/ABC	\$313.75	\$317.13	1.08%
Coca-Cola	\$38.38	\$38.63	0.65%
A.H. Belo	\$29.88	\$30.00	0.40%
General Electric	\$43.75	\$43.88	0.30%

	June 24	July 1	Change
Gannett	\$32.50	\$32.25	-0.77%
Turner Broadcasting	\$15.00	\$14.88	-0.80%
Disney	\$65.00	\$63.50	-2.31%
Tribune Co.	\$37.75	\$36.75	-2.65%
Time Inc.	\$99.38	\$94.88	-4.53%



United Cable	\$33.63
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Source: Nordby International

# Columbia considering cable

Columbia Pictures Entertainment indicated at its annual stockholders meeting last week that it will seek to expand into a fourth business—probably cable television. Columbia has interests in motion picture production, TV production and movie theaters. Columbia officials cited the company's \$1.5 billion line of credit and said they would focus on improving the company's cash flow.

The Washington-based independent TV news bureaus, American News Bureau and In Washington News Service, have agreed to merge. Potomac Communications, owner of American News Bureau, will hold a majority interest in the new company.

Los Angeles-based Century Communications last week acquired cable systems in two deals worth \$106.1 million. Century has agreed to pay \$102.5 million to Adam Corporation Group of Houston for Yuma Cabletelevision of El Centro, Calif. In a separate deal, Cen-

## BUSINESS BRIEFS

tury will pay \$3.6 million to acquire Hurley Cable Television of Hurley, N.M. The deals, which total 43,000 subscribers, will increase Century's existing subscriber base by 6 percent. Century currently has 46 cable systems with 715,000 subscribers.

New York-based McGraw-Hill Co. announced it is reducing the company's organizational groups from five to three. The streamlining, expected to result in about 200 layoffs, combines the company's four TV stations, book publishing operations and Business Week magazine into a single group.

Westwood One signed a letter of intent last week to acquire a 50 percent interest and operating control of New York's WNEW-AM from Metropolitan Broadcasting. Under terms of the deal, subject to FCC approval, Westwood in-

tends to sell WNEW's ad time in combination with WYNY-FM.

ML Media Partners, the limited partnership formed by I. Martin Pompadur and Elton Rule, has increased its cable-subscriber count to 500,000 with the recent \$35 million acquisition of Universal Cable Holdings. Universal owns systems serving 22,000 subscribers in Kansas, Colorado, Nebraska, Oklahoma and Texas. ML Media also plans to purchase other systems with a total of 7,250 subscribers from seven small operators in the same region.

Clearwater, Fla.-based Home Shopping Network's third-quarter results show a net income decline of 13.5 percent to \$6.4 million, compared to \$7.4 million for the same period last year.

Ostrander-Wilson Stations has sold KMLE-FM in Phoenix to Scranton, Pa.-based Shamrock Broadcasting for \$8 million.#

## WHO'S NEWS

## Broadcast TV

**J. Clifford Curley** to corporate vice president, Media Central Inc., Chattanooga, Tenn., from Office of the President.

**Marla Ginsburg** to vice president of comedy development, Columbia Pictures Television, Los Angeles, from vice president of creative affairs, New World Television, Los Angeles.

**Robert Young** to director of technical operations, broadcast operations and engineering, West Coast, Capital Cities/ABC, Los Angeles, from general manager, videotape/film services.

**Mark Sonnenberg** to director of programming, KTLA-TV, Los Angeles, from director of audience and program research, ABC Television Network Group, Los Angeles.

**Gary Kanofsky** to entertainment producer, KNBC-TV, Burbank, Calif., from videotape editor.

**Joanna Harig** to director of NBC-TV spot sales Midwest, Chicago, from manager of spot sales in Chicago.

**Jim Freeman** to station manager, WSBT-TV, South Bend, Ind., from vice president and assistant to the general manager. Also, **Jerry Bleck** to director of research and development from national sales manager.

## Cable TV

**Janet Long**, vice president of affiliate operations, HBO, San Francisco, to chairperson, National Association of Minorities in Cable. Also, **Michael Sims**, senior vice president, Warner Cable Communications, Dublin, Ohio, to vice chairperson.

**Richard Eigendorff** to vice president of financial planning and administration, Showtime/The Movie Channel, New York, from vice president of financial planning, Viacom Networks Group, New York.

**Hank Ratner** to vice president of business affairs, Rainbow Program Enterprises, Woodbury, N.Y., from assistant general counsel. Also, **Myrna Rose-Baron** to director of public relations from assistant director of public relations; and **Edward Carroll** to manager of public relations from publicity assistant.

**Lori Cohen** to director of sales, Eastern zone, Viewer's Choice, New York, from manager, national accounts, Showtime/The Movie Channel. Also, **Mark London** to director of sales, Western zone, Los Angeles, from director affiliate manager in the north central region, Showtime.

## Journalism

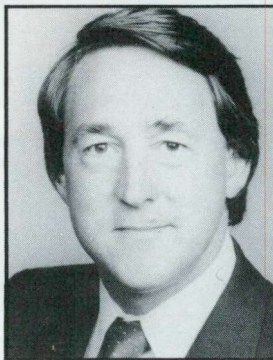
**Larry Cooper** to vice president of CBS Radio news, New York, from news director and executive producer, CBS RadioRadio. He replaces **Joe Dembo**, who is retiring.

**Michael J. Moss** to correspondent, NBC Radio Network, New York, from news manager, NBC Radio Network and NBC's Source, New York.

**George Snyder** to bureau chief, King Broadcasting, Washington, from correspondent.

## Radio

**David Bartlett** to vice president



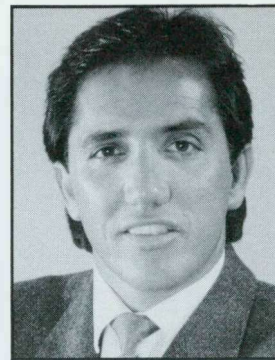
**J. CLIFFORD CURLEY**  
Media Central



**MARLA GINSBURG**  
Columbia Pictures TV



**HANK RATNER**  
Rainbow Enterprises



**KENNETH RICHARDS**  
20th Century Fox

of news and programming, NBC Radio Networks, New York, from director, NBC's Talknet. Also, **Richard Bonn** to executive producer for the Summer Olympics.

**Eric Friesen** to executive vice president of programming, American Public Radio, St. Paul, Minn., from acting president and senior vice president.

**Bob Bruno** to general manager, WOR-AM, New York, from program director.

**Steve Candullo** to general man-

ager, WRKS-FM, New York, from general sales manager.

## Syndication

**Kenneth Richards** to executive director, contract administration, domestic syndication, Twentieth Century Fox Film Corp.'s Television Division, Los Angeles, from director of music rights and legal affairs for Twentieth Century Fox.

## Other

**David Connell** to president and chief executive officer, Robert Wold Co. and Wold Communications, Los Angeles, from president and chief executive officer, Decision Restaurant Systems Corp., Thousand Oaks, Calif. #

*These Securities were offered and sold outside the United States. This announcement appears as a matter of record only.*

**U.S. \$100,000,000**

**COMCAST  
CORPORATION**



**2<sup>3</sup>/<sub>4</sub>% Convertible Subordinated Debentures Due 2003**

**MORGAN STANLEY INTERNATIONAL**

**BANQUE PARIBAS CAPITAL MARKETS**  
*Limited*

**CAZENOVE & CO.**

**CREDIT SUISSE FIRST BOSTON**  
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**DAIWA EUROPE LIMITED**

**GOLDMAN SACHS INTERNATIONAL CORP.**

**LAZARD BROTHERS & CO.,**  
*Limited*

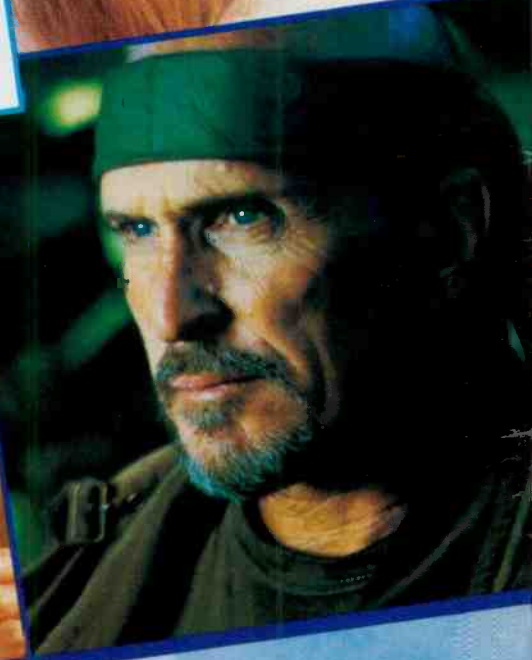
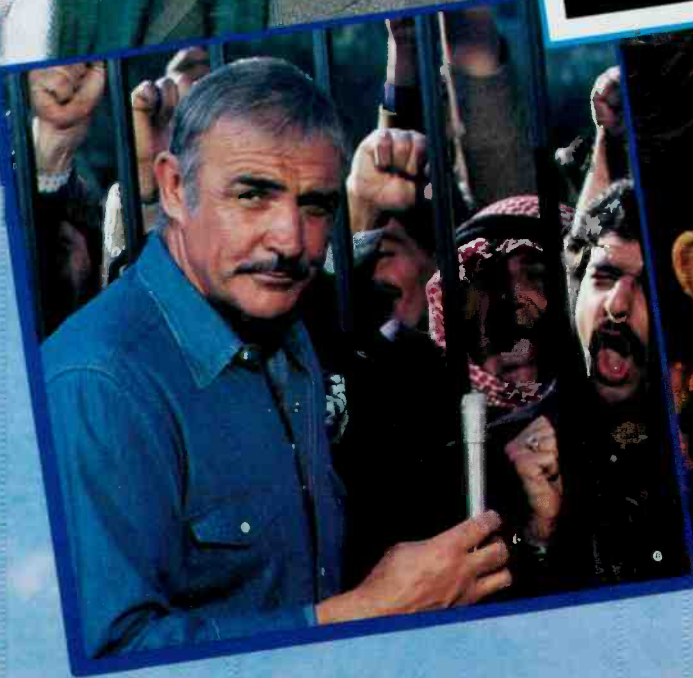
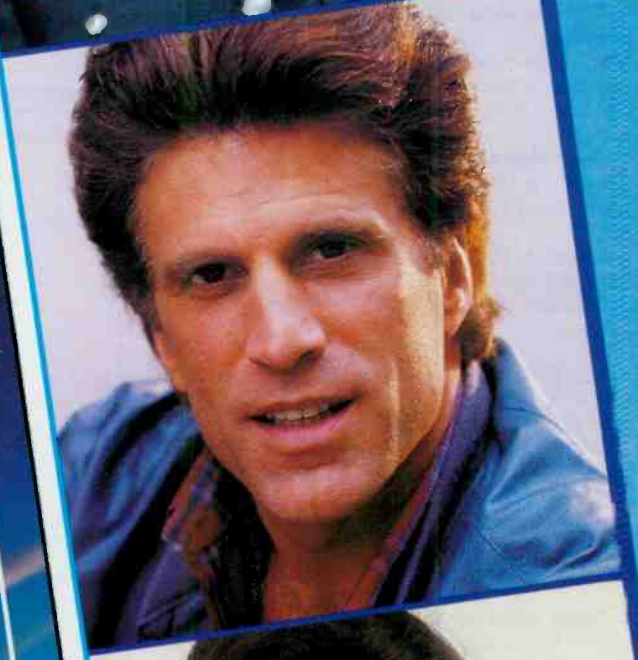
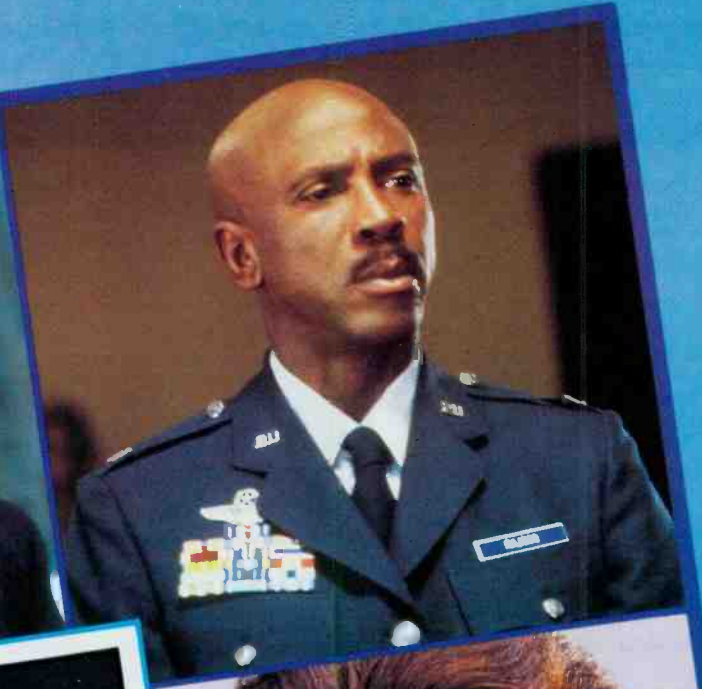
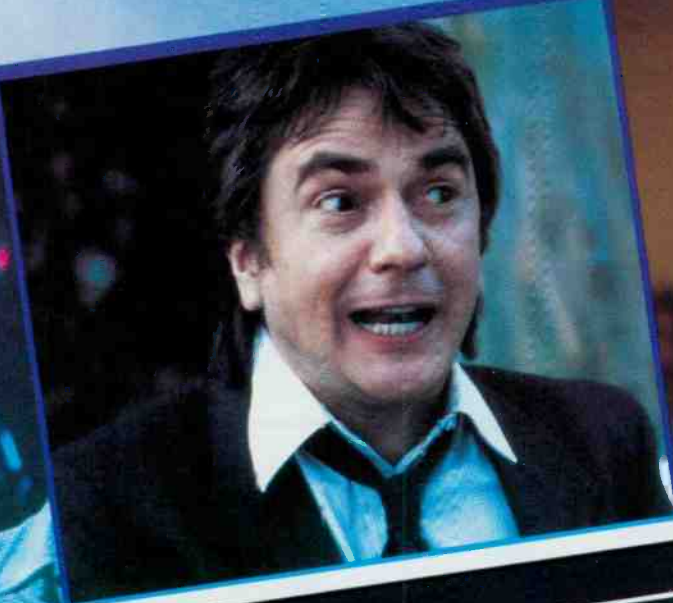
**MERRILL LYNCH INTERNATIONAL & CO.**

**NOMURA INTERNATIONAL**  
*Limited*

**SALOMON BROTHERS INTERNATIONAL**  
*Limited*

**J. HENRY SCHRODER WAGG & CO.**  
*Limited*

May 1988





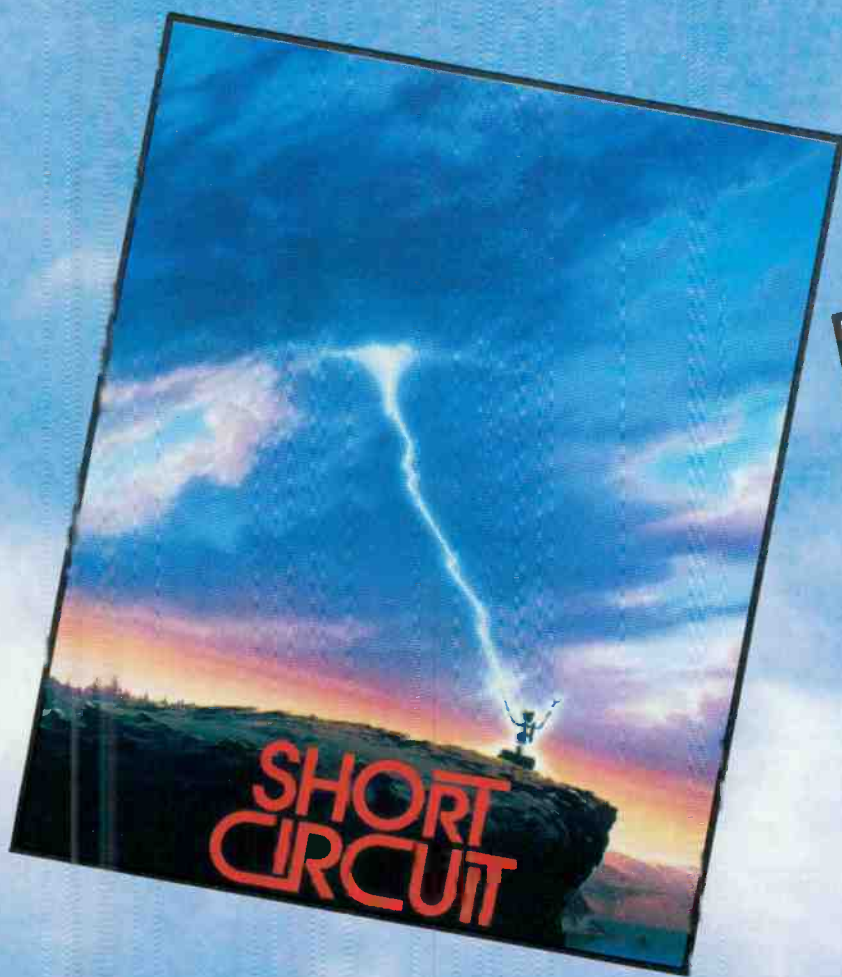
# A TRI-STAR SHOWCASE!

*PEGASUS I has it all...*

Award-winning titles with mass appeal. Popular movies such as "Peggy Sue Got Married," "Blind Date," "Nothing In Common," "Short Circuit," "Iron Eagle," and 15 other major theatrical films!

Captivating, popular, promotable stars including Bruce Willis, Kathleen Turner, Nicolas Cage, Jane Fonda, Dudley Moore and Sean Connery!

The titles and the stars...together they're just the right formula to light up your station!



## TELEVENTURES

NEW YORK (212) 541-6040 • LOS ANGELES (213) 785-0111  
CHICAGO (312) 230-8696 • SOUTHEAST (609) 487-8419

# Classified Advertising

To place a classified ad call Tina Sposato at (212) 210-0204

## Business Services

**SYNDICATORS** For broadcast quality tape duplication in all formats and for all your satellite distribution needs, call the leader, MEDiatech.

NYC: 212/463-8300, Jim McKenney

Chicago: 312/828-1146, Carmel Bass

Hollywood: 213/466-6442, Jack Jacobson



## Business Services

## Stations For Sale

**EAST**  
300 East 77th Street  
Suite 1909  
New York, NY 10021  
(212) 288-0737

**WEST**  
9454 Wilshire Boulevard  
Suite 600  
Beverly Hills CA 90212  
(213) 275-9266

**SOUTH**  
11285 Elkins Road  
Suite 1-B  
Roswell GA 30076  
(404) 442-5711  
HAL CORE, Vice-pres.

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

*H. B. La Rue,  
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

## Stations For Sale

## Help Wanted

### TALK SHOW PRODUCER

**WBZ-TV 4**

*New England's Number 1 Talk Show is looking for a producer. If you have 5 years TV experience including live talk, strong creative, booking and management skills, send your resume to:*

Francine Achbar  
Executive Producer  
WBZ-TV  
1170 Soldiers Field Rd.  
Boston, MA 02134  
(No calls or tapes please!)

GROUP W Television  
An equal opportunity employer

## Help Wanted

**SEARCH REOPENED**  
**TWO CREATIVE POSITIONS, MARKETING**  
**SENIOR PRODUCER/WRITER, ASST. TO MARKETING DIRECTOR.** TV promo, commercials and program production experience, outstanding creative. 4+ years with station, agency or related. 2nd in command in dept.  
**SENIOR PRODUCER/WRITER.** Ability to write/produce TV news & entertainment promos, commercials. Strong creative ability. Prefer 4+ years station, agency or related experience.  
**THESE ARE NOT BEGINNER POSITIONS. A CHANCE TO SHINE IN A UNIQUE CITY. NBC STATION.**  
Send tape/resume/salary requirements to: Linda Nix, WDSU-TV, 520 Royal St., New Orleans LA 70130. No calls. EOE.

### ON-AIR PROMOTION WRITER/PRODUCERS

SuperStation TBS has two openings for On-Air Promotion Writer/Producers. If you're ready to go NATIONAL, send your resume and reel to:

Bill Keith, Manager  
SuperStation TBS Promotion  
1050 Techwood Drive  
Atlanta, GA 30201

EOE MF

### PROMOTION WRITER PRODUCER

Major market NBC affiliate looking for creative professional versed in news and programming promotion production and P.R. skills. Two years promotion experience. 3/4" editing experience a plus. College degree or equivalent experience. Send resume with video cassette (no calls, please!) to:

Steve Riley  
WPXI-TV  
11 Television Hill  
Pittsburg, PA 15214  
EOE/AA

## Stations For Sale

### GENERAL SALES MANAGER

CBS affiliate in 34th market is looking for an aggressive creative and intelligent leader for our sales department. If you have a successful sales management track record and can demonstrate a strong ability in effective inventory control, pricing, and creative planning and sales strategy, we'd like to hear from you. Send resume to:

Tony Twibell  
General Manager  
WSPA-TV  
P.O. Box 1717  
Spartanburg, S.C. 29304  
EOE

### PROMO VIDEOGRAPHER/EDITOR

WBNS-10TV (Columbus, Ohio) has an excellent opportunity for a promotion department videographer/editor. We are seeking a highly skilled, creative and self-motivated person to shoot and edit promos. A minimum of two years television experience in this field is required. This person must also have strong field directing and lighting skills. Must have a creative eye. Applicant must also have ability to edit 3/4-inch and 1/2-inch tape and some knowledge of control room post-production. Writing skills helpful. Position requires person able to meet deadlines. Valid driver's license also required. Apply in writing only. Send resume and tape to:

Philip Pikely  
WBNS-TV, Inc.  
P.O. Box 1010  
Columbus, Ohio 43216  
An Equal Opportunity Employer

Pacifica Radio is now accepting applications for General Manager position at WPFW-FM in Washington, D.C. Starting at \$27,500/year. WPFW is one of the largest minority managed non-commercial stations in the country. Extensive experience is required in management of community radio or progressive organizations. Write: **Executive Director, Pacifica Foundation, 2207 Shattuck Avenue, Berkeley, CA 94704.** DEADLINE JULY 31st

**BROADCAST PUBLICIST:** Major responsibilities for position of Assistant Director of Information & Promotion lies in publicizing and promoting Raycom Sports & Entertainment programming in major markets, trade publications and national consumer magazines. Additionally, will develop co-op plans and promotional aids for sales department. This is NOT a job for someone who wants to produce on-air promotion. Minimum 1-3 years experience. Send resume and letter with salary history and requirements to: Doug Verb, Raycom Inc., P.O. Box 33367, Charlotte, N.C. 28233-3367. EOE.

## Help Wanted

### EXPERIENCED FIELD PRODUCER

WABC-TV seeks a field producer for its public affairs production unit. Minimum 3 years experience in a major market producing magazine style and in-studio segments. Experience in producing minority programs and specials preferred. No calls, send reel and resume to:

SENIOR PRODUCER  
WABC-TV  
New York, NY 10023

We are an Equal Opportunity Employer.

### DESIGN DIRECTOR

WHAS-TV is looking for a multi-talented Design Director to supervise our broadcast design department and create innovative graphics, print advertising, and outdoor advertising for the station. Experience with Ampex Ava 3, Paintbox, Vidifont 5 and ESS 3 with Stillstore needed or equivalent. If you can motivate a staff of creative team members, send your resume and tape to:

PROMOTION MANAGER  
WHAS-TV  
520 West Chestnut Street  
Louisville, KY 40202  
(No phone calls, please)  
Equal Opportunity Employer

**TRAFFIC MANAGER:** Oversees television station. Computer experience necessary, preferably Columbine. Tax-free income, car and other exceptional benefits. Send resume to: Debbie Slavkin, Indo-American Entertainment, Inc., 1055 Wilshire Blvd., #1710, Los Angeles, CA 90017.

## Professional Services

### SHARPSHOOTER

PRODUCTIONS ATLANTA  
**Complete On-Location Package**  
Broadcast crews, world-wide major network experience, Ikegami 79 EAL cameras, Sony 1", 3/4" and Beta SP.  
News-Features-Magazine Segments-Promos.  
Call LEWIS BAILEY  
1-800-637-9876 or 404-379-3837

## Video Tape Services

Lowest Prices on Blank Videotapes  
Broadcast Quality Guaranteed  
Sample Prices: 3/4" mini KCS-20 - \$5.99  
1" 30 min-- \$14.99  
Prices include shipping!  
**CARPEL**  
In Maryland: 301-845-8888  
TOLL FREE: 800-238-4300

## Help Wanted

**Editor:** Industry leader company in long form tv advertising seeks editor experienced in 1" and 3/4" videotape editing; computer editing capabilities preferred. State-of-the-art facility in midwestern college town of 10,000. Great opportunity to grow with our company. Send tape/resume to: Terry Prechtel, Hawthorne Communications, Inc., 406 West Depot, Fairfield, Iowa 52556. Calls welcomed. (515) 472-8377.

### ADVERTISING SALES

**NEW** television show produced in Los Angeles. The producer is looking for a tv advertising person with at least 5 years experience selling air time. The show is live - educational - entertaining with a live audience. Great challenge for an energetic professional who knows the business. Contact:

GEORGE GROGAN  
P.O. Box 6481  
Woodland Hills, CA 91365  
818-340-9105  
EOE

**Co-Ancor to compliment our male.** Reporting ability necessary. Tape and resume to: Ken Walker, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, S.D. 57102.

IF YOU ARE A  
PROFESSIONAL IN THE  
BROADCAST INDUSTRY  
THEN YOU NEED OUR  
NEW SECTION ...  
**THE  
PROFESSIONALS**

For More Details Call  
212-210-0204

### PRODUCTION ASSISTANT

For soon to be syndicated N.Y. talk show. Prefer at least 2 years production experience on live tv talk show. Should possess excellent organizational writing and people skills. Minorities encouraged to apply. Send resume to:

MICHAEL GELMAN  
7 Lincoln Square  
New York, NY 10023

We are an Equal Opportunity Employer

Network affiliates seeking writer/producers for Creative Services Departments (Top 15 markets). Strong creative writing & producing skills essential. Experience and ability to be a self-starter required. Send resume/salary info to:

ELECTRONIC MEDIA  
Box #D-09  
220 East 42nd Street  
New York, NY 10017  
EOE

### CHIEF ENGINEER

Major southeastern market UHF station owned by major broadcast company is looking for a Chief Engineer with management experience and knowledge of UHF transmitter. Independent station operation experience is helpful. Good benefits package. Send resume with salary requirements in confidence to:

ELECTRONIC MEDIA  
Box #D-10  
220 East 42nd Street  
New York, NY 10017

One of America's most respected television stations, **KARK-TV, Little Rock, Arkansas**, an NBC affiliate, is seeking a broadcast journalist to co-anchor our early and late evening newscasts.

Experienced professionals only  
No beginners

Tape and resume to  
Bob Steel, News Director, P.O. Box 748,  
Little Rock, Arkansas 72203

Looking  
for highly qualified  
candidate to fill positions in management, sales, marketing, on-camera, production, technical or other areas of broadcast & cable operations?  
**ELECTRONIC MEDIA CLASSIFIED**  
is for you!

# Classified Advertising

To place a classified ad call Tina Sposato at (212) 210-0204

## SHOW PRODUCER Good Company

The top-rated local afternoon show in the country is looking for a real leader. Here's an opportunity to be the creative force on a show that does it all. This person will also manage a large staff of dedicated pros, and manage with flair, strength, sensitivity, and humor. Candidate must have several years experience producing studio-based shows with talk, demonstrations, fashions, etc., and experience with taped packages and live remotes to oversee creation of superior product.

Please send letter and resume, no tapes yet, to:

**GOOD COMPANY**  
KSTP-TV  
ATTN: Jennifer Groen  
3415 University Avenue  
St. Paul, MN 55114  
Equal Opportunity Employer, M/F

## ASSOCIATE PRODUCER

For soon to be syndicated N.Y. talk show. Prefer at least 3 years hands-on experience producing segments for live, national or major market talk shows. Looking for aggressive booker with excellent writing and people skills. Minorities encouraged to apply. Send resume to:

**MICHAEL GELMAN**  
7 Lincoln Square  
New York, NY 10023  
We are an Equal Opportunity Employer

**ELECTRONIC MEDIA**  
Classifieds  
**MAXIMUM COVERAGE**  
at a  
**MINIMAL COST**  
This Space Costs Only  
**\$57**

## ADVERTISING RATES and DEADLINES

Rates: Display recruitment ads are \$57 per column inch. Straight classified ads under headings are \$1.00 per word, minimum \$20. For a Blind Box number, add the cost of \$7.50.

Deadlines: Copy must be in typewritten form in the New York office by noon Tuesday prior to publishing date. Camera ready display ads should be in the New York office by noon Wednesday prior to issue date. Prepayment required for straight advertising. Send copy and payment to: Classified Advertising, ELECTRONIC MEDIA, 220 East 42nd Street, 13th Floor, New York, NY 10017.

ELECTRONIC MEDIA cannot be responsible for advertisements sent via telecopier that are not clearly legible or for ads sent with detailed layouts that we typeset.

Blind Box replies should be addressed to Electronic Media Classified, (box number), 220 East 42nd Street, New York, New York 10017.

Requests for samples are not permitted in blind ads. Readers responding to ads with box number addresses are advised not to send work samples with their responses unless they are duplicate copies that need not be returned. Samples should be submitted only directly to a company whose identity is known. ELECTRONIC MEDIA cannot recover any work samples sent to advertisers. The identity of box number advertisers cannot be revealed.

**TINA SPOSATO**  
212-210-0204

## JOBS

### Broadcast TV

**WXXA-TV** in Albany, N.Y., is seeking an experienced **traffic manager**. Send resumes to: Jim Felitte, operations manager, WXXA-TV, 815 Central Ave., Albany, N.Y. 12206-1502. Phone: 518-438-8700.

**KTVU-TV** in Oakland, Calif., is seeking an **on-air promotion producer** with two years experience. Strong movie and news promotion experience a plus. Send resumes to: Micki Byrnes, director of marketing, KTVU-TV, 2 Jack London Square, Oakland, Calif. 94607. Phone: 415-874-0141.

**KOKH-TV** in Oklahoma City is seeking an experienced **UHF transmitter/maintenance engineer**. Send resumes to: D.K. Hart, chief engineer, KOKH-TV, P.O. Box 14925, Oklahoma City, Okla. 73113. Phone: 405-843-2525.

**WTTG-TV** in Washington is seeking a **graphic designer** who will be involved with print ads, video graphics and animation. Minimum of five years design experience required. TV experience is helpful but not necessary. Send resumes to: Personnel Department, WTTG-TV, P.O. Box 6236, Washington, D.C. 20015. Phone: 202-244-5151.

### Cable

**TeleCable Corp.** in Norfolk, Va., is seeking a **local cable ad sales manager** for the Dallas area. Broadcast or cable ad sales management experience required. Send resumes to: Jerry Machovina, corporate director of advertising sales, TeleCable Corp., 740 Duke St., Norfolk, Va. 23510. Phone: 804-624-5000.

### Journalism

**KFTY-TV** in Santa Rosa, Calif., is seeking a **news director** with hands-on, news producer experience. Send resumes to: Jim Johnson, P.O. Box 1150, Santa Rosa, Calif. 95402. Phone: 707-526-5050.

*The "Jobs" column is an editorial feature compiled by Elizabeth Edgerton of our Chicago staff. Companies having job openings should send the job title and a brief job description to her at EM, 740 N. Rush St., Chicago, Ill., 60611. She can be reached by telephone at 312-649-5453. Items must include a phone number for obtaining further information and an address where resumes can be sent. Decisions on which items are published and what wording is used are made by EM's editorial staff. #*

## Space creates trouble for convention planners

(Continued from Page 26)  
avoiding massive interference in voice communications used by technical and news directors.

"The kinds of things like wireless mikes, wireless cameras, microcommunications to news-gathering vehicles and walkie-talkies that are used in today's technology generally have local frequencies assigned to them," said Mr. Kitchell.

"You normally don't have a heavy concentration of these things, but then all of a sudden a worldwide mass of media comes in and some have the same frequencies."

To avoid this problem, a frequency committee was established.

Working with Federal Communications Committee officials, the committee allocated certain frequencies for clear use and created additional temporary frequencies for voice communications.

In Atlanta—as well as at next month's Republican National Con-

vention in New Orleans—some upper-end UHF television channel frequencies are being made available for voice communications.

Complicating matters will be a restriction on use of cellular telephones because officials fear their use would interfere with other frequencies from the Omni.

With regard to "wired" communication, 144 channels of fiber-optic cable have been installed in the Omni.

An additional 144 channels have been installed at the adjacent Georgia World Congress Center, where many electronic and print media representatives will be sequestered.

And 144 fiber routes will connect the two buildings. The cable is being provided by AT&T, with the cross-connect furnished by Southern Bell.

Now, however, all is in place. "We've been working around the clock, but we're ready," says Mr. Kitchell. #

## Public TV station in limbo

(Continued from Page 18)

problems) were fixed in a month," he said.

Mr. Tannenwald tried to mediate a settlement in the dispute without success and later contemplated a lawsuit against the FCC before abandoning the idea as too expensive and difficult.

Another former FCC attorney familiar with the case has considered launching a First Amendment lawsuit against the agency on the grounds that Southern Californians are being denied a minority-controlled public TV service, but the lawyer, who asked not to be named, could not find a financial backer for the class action.

Yet another ex-FCC attorney, who also requested anonymity, believes that top FCC bureaucrats have ordered staffers "to sit on the Channel 68 case" because the questions raised by Ms. Woodfork about Mr. Wade's character are similar to others that surfaced in Mr. Wade's previous dealings with the FCC concerning low power and non-commercial TV startups.

"Why are they trying to kill the station?" asked a previously high-ranking FCC attorney who has been following the KEEF matter. "The FCC usually defers to the state courts on questions like this. It's an unfair way to die."

In a footnote to the Aug. 3 letter ordering KEEF off the air, Mr. Porter cited a previous filing by the BTW board (Ms. Woodfork, et al.) claiming that Mr. Wade

"had no authority to execute documents on its behalf. All future filings should be made by duly authorized principals of the permittee."

Mr. Wade and his attorney, Mr. Yelverton, insist that the question of licensee control should be handled by the state courts. They cite a California Superior Court ruling on Oct. 20, 1987, denying Ms. Woodfork's claim of control and leaving Mr. Wade in charge of BTW and KEEF.

Ms. Woodfork's attorney concedes that his client has never challenged that restraining order, which followed what Mr. Wade claims is a Sept. 6 "armed takeover" attempt during which several men with handguns, allegedly hired by Ms. Woodfork, forcibly entered the station and removed files and computer records.

Although Ms. Woodfork, the Los Angeles Police Department and representatives of a security firm hired by Mr. Wade confirm the presence of armed men during the confrontation, there's disagreement on which faction was responsible for them.

When asked about the assertion that the control issue should be handled in California courts, Mr. Simms countered, "Only the FCC can determine whether a transfer of control has legally occurred."

FCC sources told ELECTRONIC MEDIA they sense a defensive posture at the agency over KEEF resulting from increased "political heat" is behind the decision to turn the matter over to the commissioners for a hearing. #

## NEWS OF RECORD CONTINUED

### Radio station sales

(Continued from Page 16)

Price: \$45,000.  
Date granted: June 28.

### Proposed stations

Location: East Prairie, Mo.  
Station: 105.3 FM  
Applicant: Usher Broadcasting Co., East Prairie, Mo.

Location: Lake Charles, La.  
Station: 105.3 FM  
Applicants: Southwest Educational Media Foundation of Texas, Grand Prairie, Texas.  
B&C Broadcasting of Lake Charles, Lake Charles, La.  
Boss Action Radio Limited Partnership, Sulphur, La.  
Porsche Evans Broadcasting, Lake Charles, La.

Location: Roanoke, Va.  
Station: 105.3 FM  
Applicants: Roanoke Radio Limited Partnership, Roanoke, Va.  
Pamela Jones, Baltimore.  
Susan Brown, Roanoke, Va.

Location: Wilmington, N.C.  
Station: 105.3 FM  
Applicants: Peter Gear, Wilmington, N.C.  
Eastern Communications Limited Partnership, Wilmington, N.C.  
Catherine Pugh, Baltimore.

Location: Hoosick Falls, N.Y.  
Station: 97.5 FM  
Applicants: Battlefield Broadcasting, Rensselaer, N.Y.  
Bruce Lyons and Susan Lyons, South Ryegate, Vt.

Location: Monroe, La.  
Station: 105.3 FM  
Applicants: Choctaw Broadcasting Corp., Monroe, La.  
Seab Communications, Monroe, La.  
Chicago Broadcasting, Dolton, Ill.  
Monroe Communications Ltd., Monroe, La.

Location: Jeffersonville, Ga.  
Station: 97.5 FM  
Applicants: Joseph Lark Kitchens, Jeffersonville, Ga.  
ALP Limited Partnership, Jeffersonville, Ga.  
Stehle Broadcasting, Dry Branch, Ga.

Location: Alberta, Va.  
Station: 107.7 FM  
Applicant: FM 108 Corp., Norfolk, Va.

Location: Winslow, Ariz.  
Station: 105.1 FM  
Applicant: Desert West Air Ranchers Corp., Tucson, Ariz.

Location: Chattahoochee, Fla.  
Station: 105.3 FM  
Applicant: Chattahoochee Broadcast Associates, Camilla, Ga.

Location: Bixby, Okla.  
Station: 105.3 FM  
Applicants: H&H Broadcasting, Tulsa, Okla.  
Tara Vanarsdel, Cotton, Calif.  
Righteous Radio, Glenpool, Okla.  
Pamela Jones, Baltimore.  
Betsy Ann Demaree, Sallisaw, Okla.

Location: Series, N.D.  
Station: 105.9 FM  
Applicant: Timothy Martz, Fairfield, Conn.

Location: Saint George, Utah.  
Station: 99.7 FM  
Applicants: Red Rock Broadcasting, Saint George, Utah.  
Ear Inc., Saint George, Utah.

Location: Union City, Ohio.  
Station: 97.5 FM  
Applicant: State Line Radio, Xenia, Ohio.

Location: Gallup, N.M.  
Station: 106.1 FM  
Applicant: MBC Communications Southwest, Alentown, Pa.

Location: Walterboro, S.C.  
Station: 105.3 FM  
Applicants: Radio Summerville, Summerville, S.C.  
First State Radio Limited Partnership, Summerville, S.C.

Location: Fort Bragg, Calif.  
Station: 96.7 FM  
Applicant: Fort Bragg Broadcasting Co., Fort Bragg, Calif.

Location: McConnesville, Ohio.  
Station: 100.9 FM  
Applicant: Trell Broadcasting Co., Lancaster, Ohio.

Location: Hogansville, Ga.  
Station: 97.5 FM  
Applicant: Info-Air, LaGrange, Ga.

Location: Elko, Nev.  
Station: 91.5 FM  
Applicant: Northern Nevada Community College/University of Nevada System, Elko, Nev.

Location: McClellanville, S.C.  
Station: 98.9 FM  
Applicants: Bull Broadcasting Corp., Raleigh, N.C.  
English Communications Limited Partnership, Charleston, S.C.

Location: Bastrop, La.  
Station: 103.3 FM  
Applicant: Max Broadcasting Co., Shreveport, La.

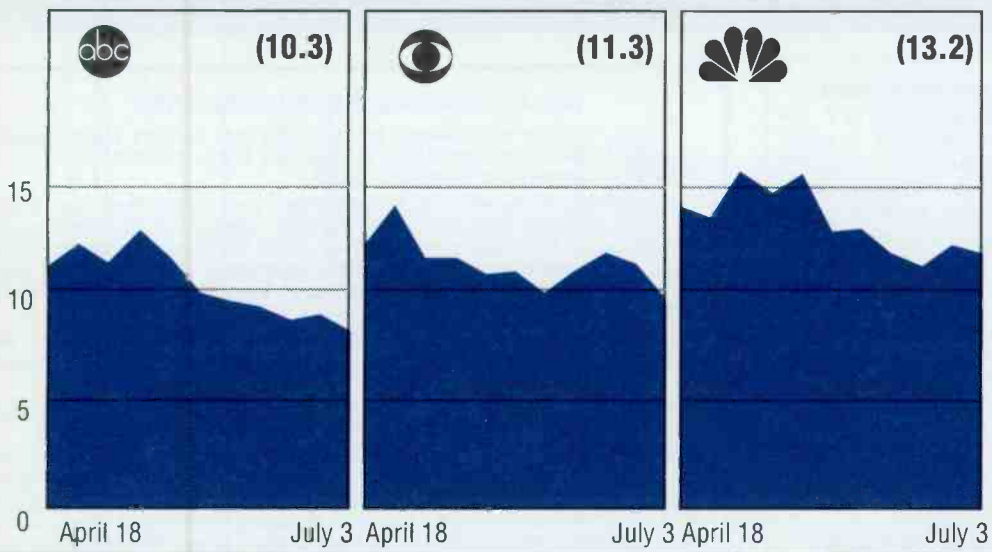
Location: Soledad, Calif.  
Station: 105.3 FM  
Applicant: Soledad Radio Limited Partnership, King City, Calif.

Location: Crosby, Minn.  
Station: 101.7 FM  
Applicant: First Radio Station of Crosby, Duluth, Minn. #

**OFF-SEASON RATINGS (AVERAGES)**

**WEEKS 1-11: APRIL 18 THROUGH JULY 3**

**NETWORK PRIME TIME**

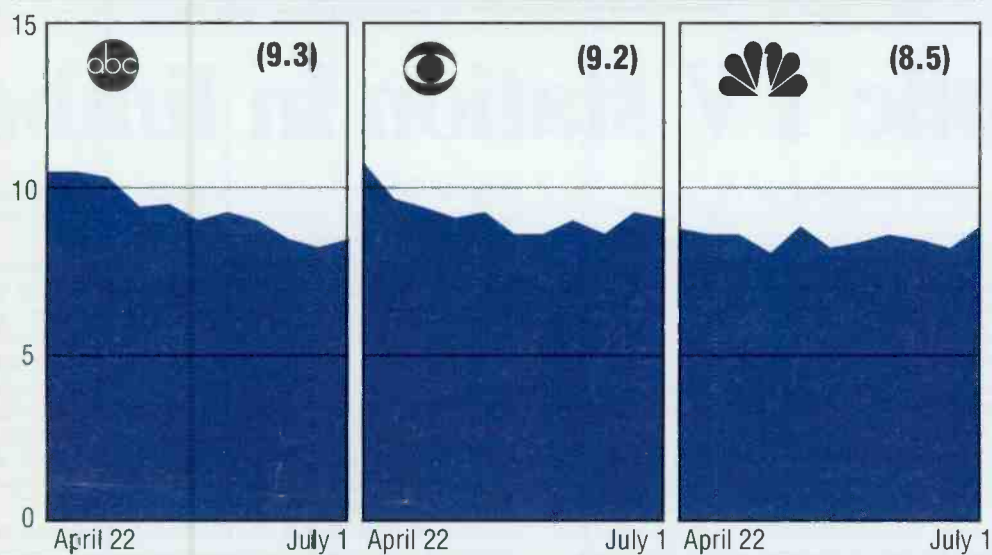


**IN THE SPOTLIGHT**

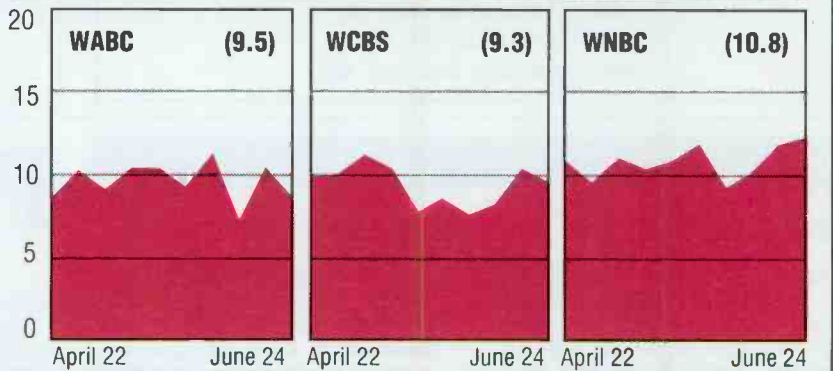
**Democratic convention audiences**

Candidate (Total network hours aired)	% of TV homes viewing some part of convention
1968 Hubert Humphrey (39.1)	89.7%
1972 George McGovern (36.7)	86.1%
1976 Jimmy Carter (30.4)	88.5%
1980 Jimmy Carter (24.1)	81.5%
1984 Walter Mondale (12.9)	73.2%

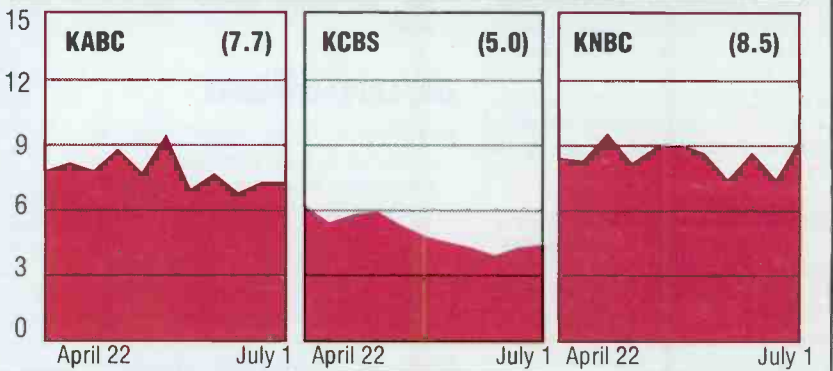
**NETWORK EVENING NEWS**



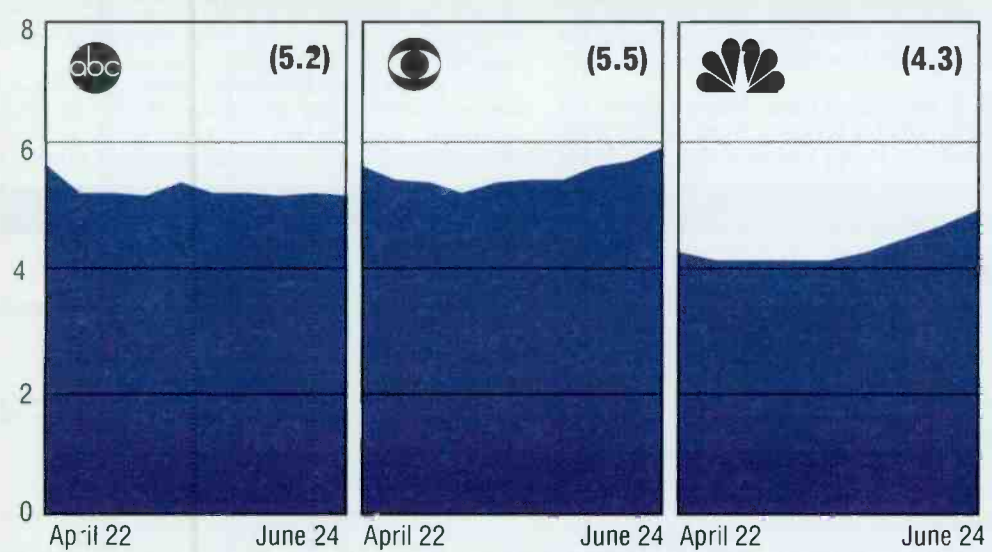
**NEW YORK 11 P.M. LOCAL NEWS THROUGH JUNE 24**



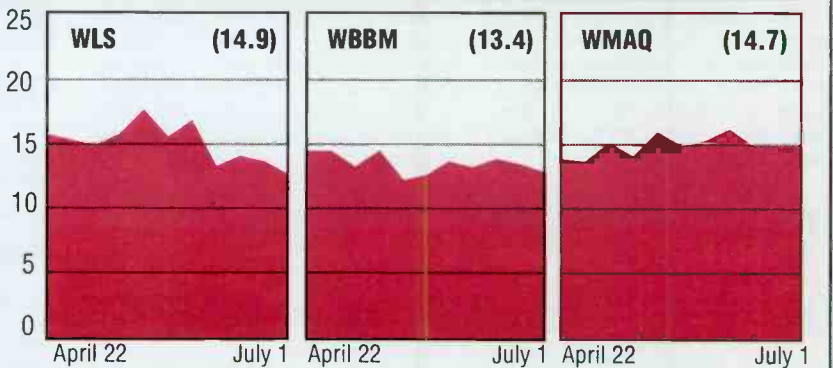
**LOS ANGELES 11 P.M. LOCAL NEWS**



**NETWORK DAYTIME-APRIL 22 TO JUNE 24**



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



**RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS FOR THE WEEK OF JUNE 27 TO JULY 3**

1. NBC Monday Night Movie	NBC 18.9/33	20. Newhart	CBS 11.7/21	39. Full House	ABC 9.3/20	58. West 57th	CBS 6.9/15
2. Night Court	NBC 17.5/31	21. Designing Women	CBS 11.6/20	(t) Jake & the Fatman	CBS 9.3/18	59. Tour of Duty	CBS 6.5/15
3. Cheers	NBC 17.2/32	22. Hoopman	ABC 11.2/21	41. Spenser: For Hire	ABC 9.2/18	60. Star-Spangled Celebration	ABC 6.4/14
4. The Cosby Show	NBC 16.6/33	23. Blue Skies	CBS 11.1/21	(t) I Married Dora	ABC 9.2/19	(t) Hot House	ABC 6.4/12
5. A Different World	NBC 16.5/32	(t) J.J. Starbuck Special	NBC 11.1/20	43. Perfect Strangers	ABC 9.1/20	(t) High Mountain Rangers	CBS 6.4/16
6. L.A. Law	NBC 15.4/29	25. NBC Sunday Night Movie	NBC 11.0/24	44. Simon & Simon	CBS 9.0/16	63. Sledge Hammer!	ABC 6.2/12
7. Golden Girls	NBC 15.1/34	26. Miami Vice	NBC 10.9/23	45. Sonny Spoon	NBC 8.9/18	64. Charmings Special	ABC 5.7/11
8. ALF	NBC 14.9/29	27. 20/20	ABC 10.8/22	46. ABC Monday Night Baseball	ABC 8.5/16	(t) CBS Summer Playhouse	CBS 5.7/11
9. Who's the Boss?	ABC 14.0/27	28. 48 Hours	CBS 10.7/21	(t) 'Slap' Maxwell	ABC 8.5/16	66. Hotel	ABC 5.2/12
10. Hogan Family	NBC 13.8/26	(t) Equalizer	CBS 10.7/20	48. Beauty & the Beast	CBS 8.2/18	67. MacGyver	ABC 4.9/12
11. CBS Sunday Movie	CBS 13.6/30	(t) 227	NBC 10.7/26	49. Cagney & Lacey	CBS 8.1/15	(t) Disney Sunday Movie	ABC 4.9/13
12. Head of the Class	ABC 13.2/25	31. Moonlighting	ABC 10.6/19	(t) Bronx Zoo	NBC 8.1/16	69. Supercarrier	ABC 4.7/11
(t) Amen	NBC 13.2/30	(t) Wiseguy	CBS 10.6/21	51. Highway to Heaven	NBC 7.8/15	(t) Rags to Riches	NBC 4.7/13
14. Growing Pains	ABC 12.9/26	(t) Summer Showcase	NBC 10.6/20	52. Molly Dodd	NBC 7.5/14	71. Home Again	ABC 3.9/9
(t) Perfect Strangers, Tues.	ABC 12.9/24	34. Magnum, P.I.	CBS 10.1/18	53. Best of TV Bloopers/Jokes	NBC 7.3/16		
16. Murder, She Wrote	CBS 12.7/31	35. thirtysomething	ABC 10.0/18	(t) My Two Dads	NBC 7.3/17		
(t) Hunter	NBC 12.7/28	36. Mr. Belvedere	ABC 9.8/21	55. CBS Friday Movie	CBS 7.2/15		
18. 60 Minutes	CBS 12.5/33	37. Facts of Life	NBC 9.7/25	(t) Family Ties	NBC 7.2/18		
19. Matlock	NBC 12.4/24	38. CBS Tuesday Movie	CBS 9.4/17	57. Mama's Boy Special	NBC 7.0/13		

## BRIEFLY NOTED

## Broadcast TV

CBS-owned **KCBS-TV** in Los Angeles devoted its entire night of prime-time programming on June 30 to the problem of gangs in Los Angeles. An installment of CBS's "48 Hours" on gangs anchored the report, which was followed by two hours of live local coverage.

**Viacom Television** has inked a broad development deal with Wayne Rogers' Granger Productions which calls for creation of made-for-television movies, long-form dramas and series. The actor has the option of appearing in the programs as well as directing and producing them. Terms of the deal were not disclosed.

Beginning in 1990, **King World's** "Wheel of Fortune" will move from WCBS-TV in New York to WABC-TV, which already airs King World's "Jeopardy!" at 7 p.m. WABC renewed "Jeopardy!" for two seasons, 1990-91 and 1991-92, and acquired "Wheel of Fortune" at the same time. WCBS, which has aired "Wheel of Fortune" during prime access for 6½ years, decided not to renew the show.

## Cable TV

MTV Networks' national advertising sales organization is starting to sell ad time for "Superboy," the syndicated series from Viacom, MTV's parent company, set to air this fall. This marks the first time that MTV's sales staff has been used

on a non-MTV product.

Denver-based **Tele-Communications Inc.** reported a net loss of \$7.3 million for the first quarter of 1988, compared to net income of \$14.8 million a year earlier. TCI reported a 31.4 percent gain in first-quarter revenues to \$494.2 million.

## Home video

**Madison Square Garden Corp.** has formed a home-video division to produce and package videocassettes based on sports and entertainment events at the Garden. It will begin operations on Oct. 1.

Rep. Bob Kastenmeier, D-Wis., chairman of the House copyright subcommittee, has introduced a bill in Congress that would **bar video stores** from divulging customer videotape rental and sale records. A similar measure has been introduced in the Senate.

## Radio

New York-based **RKO General** says it's reached an agreement to sell WRKO-AM and WROR-FM in Boston to Atlantic Ventures of Boston, a company based in Manchester, Mass., for \$28 million, pending FCC approval. The agreement was reached despite the fact that RKO's TV and radio station licenses are still being challenged in a case yet to be resolved by the FCC.

**The National Radio Broadcasters Association**, which was folded

into the National Association of Broadcasters in 1986, was officially dissolved last month. The association's corporate structure had remained intact during the unification process, but it will now be dismantled under a plan approved by the NRBA's executive committee.

## Sports

**AP Network Sports** plans 14 live daily, 90-second reports entitled "Going for the Gold" for its coverage of the Summer Olympics from Seoul, South Korea. AP Network News affiliates will receive the reports hourly from 6:06 a.m. to 11:06 a.m. and from 4:06 p.m. to 11:06 p.m. (ET) during the Summer Olympic Games.

Chicago's **WGN-AM** has signed a four-year agreement to air live coverage of Northwestern University football. Also, independent **KRBK-TV** in Sacramento, Calif., has acquired broadcast rights to the Sacramento Kings basketball team, starting with the upcoming season.

## Syndication

Genesis Entertainment has given a production go-ahead for "**The Great Escape**," a first-run travel series to premiere later this year on more than 50 stations. The weekly barter half-hour will be hosted by Bob Chandler and Michelle Russell.

Twentieth Century Fox's "**A Current Affair**" has been cleared by 92 stations covering 72 percent of the

country.

Warner Bros. Television announced last week that it had cleared 124 markets for the fall launch of "**Night Court**" in syndication. Stations in all of the top 25 markets as well as 47 of the top 50 markets will air the sitcom, which is now entering its sixth season on the NBC Television Network.

**Cluster Television** has cleared "The New Archies" on stations representing 61 percent of TV homes for January 1989. The series is set to air Saturday mornings on NBC through this September.

## Other

**AGB Television Research** says it has increased its national people-

meter sample to 3,000 households from 2,000. The 1,000 new households have been included in AGB audience data since June 20.

The board of the **National Academy of Television Arts and Sciences** has elected the following officers to two-year terms: Robert Wussler, TBS senior executive vice president, to chairman of the board; Michael Collyer, senior partner, Kay, Collier & Booze, to vice chairman; Mike Duncan, vice president, Post Masters, to vice president; Alice Marshall, Seattle TV sales executive, to secretary; and Isadore Miller, vice president of business administration, D'Arcy, Masius, Benton & Bowles, to treasurer.

**Home Shopping Network** said it is shelving plans to launch its Show Business Today network. #

# News director at Chicago CBS-owned station dies

By **DIANE MERMIGAS**  
Senior reporter

CHICAGO—Ron Kershaw, 44, news director at CBS-owned WBBM-TV here, died July 3 of pancreatic cancer.

Mr. Kershaw was credited with reviving WBBM's news operations in an attempt to restore its ratings dominance. He designed an experimental 4:30 p.m. news-interview show called "First Edition," which has since been reduced to a half-hour lead-in to the station's more conventional 5 p.m. newscast.

Because of his illness, Mr. Kershaw had not been actively working this year.

"Ron was a hard news man and a hardened news executive," said Johnathan Rodgers, WBBM vice president and general manager. "He helped a station that had fallen on hard times to rediscover itself. He may not have been the best-liked



**RON KERSHAW**  
At WBBM-TV for three years

person in our newsroom, but he was the most respected."

Colleen Dudgeon, a longtime

WBBM news executive who has served as interim news director, is expected to be named permanent replacement for Mr. Kershaw this week. She would become the first female news director of a network owned-and-operated station.

From 1982 to 1985, Mr. Kershaw worked as a sports producer at NBC Sports in New York.

He was news director of New York's WNBC-TV from 1979 to 1982, redesigning the NBC-owned station for market leadership in just two years. While there, Mr. Kershaw created "Live at Five," a popular news-interview broadcast.

From 1977 to 1979, Mr. Kershaw was a senior producer and field producer for ABC's "World News Tonight."

Mr. Kershaw was news director at Baltimore's WBAL-TV from 1974 to 1977.

Mr. Kershaw is survived by a daughter and a son. #

## Executives from small stations convene

(Continued from Page 3)

body wants to see our other first-run product," explains Dennis Emerson, vice president, Midwest division, Viacom Enterprises.

Generally, the group tries to avoid tony resort areas for its annual meeting.

Last year's confab at Disney World in Orlando, was the exception, says TVPC's Larry Pate.

"Last year was great, but not so great. It was our first resort area, and the meeting suffered somewhat because of the location. It was hard to do business," he said.

Mr. Pate says many of TVPC's

250 members are extremely loyal to their association, having attended annual meetings for the past 20 years, making the trip to locales ranging from Milwaukee to Oklahoma City.

The idea to form the group grew out of a 1956 National Association of Broadcasters Meeting.

A small group of program directors wanted a platform to exchange information and to elevate the professional role of the program director.

A year later in Dallas, those program directors, mostly from Arkansas, Louisiana, New Mexico,

Oklahoma and Texas, formed the Southwestern Association of Program Directors for Television.

Over the years, membership grew and branched out to Midwest and Southeastern states.

In 1962 the organization's name was changed to the Television Programming Conference.

With the membership now stabilized at about 250, Mr. Pate said the next step was to expand the organization into the Northeast.

"We are in the process of changing and re-identifying ourselves, although we do want to keep a local, regional flavor," he says. #

## THE MOST COMMERCIAL MINUTE ON RADIO!

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In a world where everybody from **Michael Jackson** to **Donald Trump** is involved in advertising, in one way or another . . .

With an increasingly sophisticated American public fascinated by everything from **Bill Cosby's** ratings to **Rupert Murdoch's** latest magazine purchase . . .

When a commercial endorsement by the likes of **Bruce Willis** or **Michael J. Fox** is as eagerly awaited by the public as the show biz vehicles that made them so popular . . .

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One minute each day, Monday-Friday, syndicated columnist and best-selling author **James Brady** brings his **Advertising Age** column to radio with an entertaining and informative update of the biggest names and the biggest deals in the mad, mad world of advertising and promotion.

**James Brady's Ad Age Reports** is available on a swap/exchange basis to radio stations in the top 170 Arbitron-rated metro markets.

Commercial adjacencies are available for local sale with 30 seconds of time retained for national sale.

For station clearance information, call 212-575-6100.

# Miniseries set for sweeps

(Continued from Page 3)

"War and Remembrance" novel, put certain restrictions on the commercials used and how they're scheduled.

"It's very complicated," one agency source said. "ABC has a tough road ahead."

Nonetheless, ad agency executives say ABC could succeed very well given the lack of original competition.

"We all think that it's going to be very strong in the sweeps," said Lou Bullock, program services manager for the New York agency BBDO.

"I think (ABC) will benefit," agrees Mel Conner, director of network operations for Saatchi & Saatchi in New York.

"Advertisers were planning on a lot of high ratings (in November) that would have been

there that now aren't going to be," said Mr. Conner.

"This very clearly answers the question, 'Where can I get them?'"

ABC's current plan has the miniseries kicking off with a three-hour premiere at 8 p.m. (ET) on Sunday, Nov. 13.

The six other telecasts will air as follows: Nov. 15, 8 p.m. to 11 p.m.; Nov. 16, 8:30 p.m. to 11 p.m.; Nov. 17, 9 p.m. to 11 p.m.; Nov. 20, 9 p.m. to 11:30 p.m.; Nov. 22, 8:30 p.m. to 11 p.m.; and Nov. 23, 8:30 p.m. to 11 p.m.

Saatchi's Mr. Conner says ABC does face a danger by splitting the miniseries into two sweeps coming months apart, but he says that plan seems to be the most viable.

"I think there's a risk any way you do it," he said. #

# NBC's fear is ABC's gain

(Continued from Page 4)

When NBC was unable to renegotiate a fee lower than its \$11 million annual rate as part of an extension agreement, Mr. Watson said he told Rose Bowl officials they were free to bid the marketplace.

Mr. Watson said: "I say good luck to (ABC). It's a wonderful deal for the Pac 10, the Big Ten and the Rose Bowl. It's a cinch that ABC will lose money on the deal."

Meanwhile, at ABC, Robert Iger, vice president of programming, said: "It makes tremendous sense from our standpoint because of our involvement with the Pac 10 and the Big Ten during the regular season."

The Rose Bowl, which was first played in 1902, is the oldest of the post-season col-

lege football clashes and features the top two teams from those conferences. Mr. Iger indicated that the Rose Bowl had been near the top of ABC's wish list for years.

The new acquisition gives ABC a New Year's Day tripleheader unmatched by NBC or CBS. ABC already holds broadcast rights to the Florida Citrus Bowl and the USF&G Sugar Bowl.

The Rose Bowl will remain in its late afternoon Eastern time zone slot, but time changes for the Citrus and Sugar bowls, both afternoon contests, are being negotiated, according to Mr. Iger.

The Rose Bowl is traditionally one of the highest rated of the televised bowl games. This year, the Michigan State-USC contest ranked second only to the Orange Bowl. #

# News army marching to Atlanta for convention

(Continued from Page 1)

works are cutting back their staffs by half and fewer local stations are planning to attend, that comes as a surprising statistic.

So does this: The overall number of press credentials local broadcasters are requesting this year is up to 4,100 from 3,100 in 1984.

Among the theories offered to explain this apparent contradiction are that extra personnel are being added to contend with the Ku-band satellite technology, which was in its infancy during the 1984 conventions but has become standard operating equipment for many stations since then.

There also have been increases in the number of personnel working for news services that provide the facilities a broadcaster needs to send a live signal back home.

Beverly Braun, a spokeswoman for the congressional broadcast gallery, says only about 30 of the 333 TV stations expected to be represented at the Atlanta convention are planning to provide their own facilities.

The remainder, according to Ms. Braun, will be using facilities provided by their group owners, by the news services or others.

Just one of those news services, Washington-based Potomac Communications, claims to be representing more than 85 TV stations and handling more than 500 press credentials.

There's also a suspicion among some that part of the increase in demand for press credentials may be due to group representatives, who are requesting about three-fourths of the credentials, bringing along more non-news executives than ever to hobnob with political celebrities and work the convention cocktail circuits.

This year's political conventions are also expected to be marked by record numbers of reporters whose exclusive missions will be to cover their colleagues in the press.

"Just about every major newspaper is sending their TV reporter," says Mary Lou O'Callaghan, spokeswoman for NBC News. "I guess that's what happens when there's a shortage of real news."

Indeed, if all 15,000 members of the media show, they'll outnumber the party delegates by about 5-1.

Moreover, space is proving to be much more of a problem in Atlanta than New Orleans, where the Republicans have booked the Superdome for their own convention in August.

"Dinky," is the description of the Atlanta facility provided by Roger Mudd, special correspondent for PBS's MacNeil-Lehrer NewsHour.

Democratic convention organizers concede there's just no way to accommodate all of the demand for passes to the Omni convention hall.

"The Omni only holds 10,000 to



**ROGER MUDD**  
Calls Atlanta facility 'dinky'

12,000," says Tina Tate, superintendent of the congressional broadcast gallery. "They don't want to give out more passes than the building holds."

Indeed, space is at such a premium in Atlanta that many of the print journalists on hand will be restricted to the Georgia World Congress Center, a building across the street from the Omni.

The journalists stuck there won't be deprived of everything that's happening on the convention floor.

A closed-circuit TV system installed by BellSouth and programmed by the Democrats will keep those on the wrong side of the street up to date on convention events.

The closed-circuit system also could serve as a showcase for BellSouth, a telephone company that has made no secret of its desire to get into the cable TV business.

It's planning to treat the political and media heavyweights in Atlanta to an eyeful of the high-definition TV that can be transmitted over the state-of-the-art fiber-optic cable technology it's putting into place.

BellSouth is also planning to have two of its own cameras on the camera platform in the convention hall to supply high-definition feeds.

Ordinary video feeds to the World Congress Center will be provided by the Democrats, who are also planning to make their own coverage of the convention available to all comers over a satellite.

Although more than 5,000 broadcasters are expected to be on hand for the convention, they won't be in the same jam over access to the convention hall as their print colleagues. The broadcasters, according to the congressional broadcast gallery, intend to rotate passes.

"There is nobody that we handle who doesn't have some access to the hall," said the broadcast gallery's Ms. Braun.

Despite the close quarters, convention officials also have found space for four network anchor

booths in the Omni arena, as well as more than 30 sky boxes, mini-production studios for broadcasters.

There will be other headaches in Atlanta.

With 35,000 expected to attend the convention overall, the pressure on area hotels is intense, and many will have to settle for accommodations far from the center of town.

Transportation to and from the convention center may also be trying at a time when daytime temperatures are expected to reach into the 90s.

Not helping is the fact that the subway stop at the convention site is being shut down for security reasons.

"We don't think people will be greatly inconvenienced," says Bob Brennan, spokesman for the Metropolitan Atlanta Rapid Transit Authority. "We have another station within four-tenths of a mile."

Also, parking for the media is too far away from the convention site to walk. Convention officials say shuttle bus service will be provided from the parking lot and area hotels.

What's more, the Atlanta Chamber of Commerce says \$150,000 has been plowed into a program for the city's taxi drivers to "enhance service and education."

Convention officials say the more press, the better for the Democrats, at least to an extent.

"That's a way for more people to find out what the Democrats are trying to do or are for," says Alicia Smith, a DNCC spokeswoman.

Many media representatives seem to see the high-volume coverage as beneficial on the assumption that it contributes to the public understanding.

"I say the more the merrier," says John McLaughlin, the host of the syndicated public affairs show, "The McLaughlin Group," who plans to be taping his shows in the convention cities.

"There may be more interest than we suspect."

Some broadcasters planning to attend the conventions believe their coverage is important, even though studies have shown that the coverage is not a major attraction for viewers.

Tom Petner, news director of WWOR-TV in Secaucus, N.Y., says his station will be concentrating on the local delegations at the conventions, hoping that the viewers back home share the interest.

"That's what this is about: trying to do the right thing," Mr. Petner says.

Larry Price, news director at WJAR-TV in Providence, R.I., says: "We're one of those old-fashioned stations that believes we have a certain amount of civic responsibility to cover the political process."

Adds Paul Sands, news director of KGTU-TV in San Diego, which is sending six-person delegations to

both conventions, "I think having a presence at the conventions is necessary if you're going to be a news leader in your market."

Others suggest different motives for all of the coverage, particularly when there's no strong local angle spurring it.

Jeff Greenfield, a political and media analyst for ABC News, says: "For local stations who want to show that they are big-league boys or big-league girls, it's a way to certify that."

Bill Schneider, a political analyst for the American Enterprise Institute, says, "It's really a press convention more than a political convention. Every print and broadcast reporter wants to be there. It means you have arrived."

Adds Mike Robinson, an associate professor at Georgetown University, of all the coverage, "It's just another example of wretched excess in presidential politics, American style."

Judging from the numbers, however, a substantial number of broadcasters will be sitting these conventions out.

NBC says it will be making do with about 350 staffers in Atlanta, whereas it had somewhere around 700 on hand in San Francisco. CBS also says it will be getting by with about 350, while ABC officials refused to offer even a rough estimate.

"We don't talk about bodies and don't talk about costs," said a spo-

keswoman for ABC News.

On the local level, 333 TV stations plan to cover the event, down from 392 in 1984. Some 252 radio stations plan coverage, down from 374.

"As of right now, we're not sending crews to either convention," said Mark Plenke, assignment editor for KMSP-TV in Minneapolis. "If some strong Minnesota angle develops before the convention, we might revise our plans."

Adds Tim Ledbetter, news director of KTVM-TV in Butte, Mont., "Basically, our newscast focuses on local coverage."

On the other hand, A. H. Belo Corp. is also planning to anchor the evening newscasts for its TV stations in Dallas, Houston and Sacramento, Calif., out of the conventions.

"We take politics seriously," says John Sparks, director of special projects for Belo's WFAA-TV in Dallas, contending that the coverage also pays off handsomely by giving a boost to station prestige.

On the cable front, the New York-based Gay Cable Network is planning to use six cameras and 30 crew members on its convention coverage.

"We are intent upon getting information on issues that are of concern to the gay and lesbian community," said Lou Maletta, network executive director. #

## Convention highlights at a glance

Following are highlights of the TV coverage planned for the Democratic National Convention, July 18 to 21 in Atlanta:

- ABC is in charge of pool coverage and will air two hours of prime-time coverage each night beginning at 9 p.m. (ET). Peter Jennings and David Brinkley will anchor.

- CBS will air two hours of prime-time coverage beginning at 9 p.m. each night and is considering starting coverage at 8 p.m. on the last night. Dan Rather and Bruce Morton will anchor.

- NBC will broadcast two hours of prime-time coverage each night beginning at 9 p.m., which will be anchored by Tom Brokaw and John Chancellor.

- CNN will offer hourly reports from 6 a.m. to 1:30 a.m. plus highlights on the overnight schedule. Several regularly scheduled CNN programs will also originate from the floor. Bernard Shaw and Mary Alice Williams will co-anchor.

- Fox Broadcasting Co. will feed daily convention news briefs to its affiliates at 7:45 p.m., 8:45 p.m. and 11:45 p.m. Two 90-second stories will also be fed at 6 p.m., followed by a daily wrap-up at 9:45 p.m.

- Tribune Broadcasting's Independent Network News will originate its half-hour evening newscast, "USA Tonight," which is syndicated to 125 stations, from the convention.

- Convention Satellite News Service, a TV service funded by the Democrats, will provide up to 10 hours of coverage a day to stations that aren't sending representatives to the meeting. Reporters and anchors staying at home can do interviews via satellite through the service at no cost to their station.

- C-SPAN will provide gavel-to-gavel coverage each day, without commentary or reportage, the same as it did in 1984.

- Telemundo will originate one hour of Spanish-language coverage from the convention each day, half of which will be generated by the CNN-produced, half-hour Spanish-language newscast, "Noticiero Telemundo-CNN."

- Univision will originate about 1½ hours of coverage in Spanish each day. #

—William Mahoney

# Few changes seen at MTM after buyout

(Continued from Page 1)

During its heyday in the 1970s, MTM was known as a haven for writers and a training ground for several producers who are prominent in the business today, including Gary David Goldberg, Jay Tarses, Tom Patchett, Hugh Wilson and James L. Brooks.

But that reputation has faded during this decade, and recently the studio has found itself heavy on hour-long series at a time when the off-network syndication market for such shows is weak.

For TVS, the deal gives the company access to nearly 20 years of programming from MTM, including 29 series and 14 made-for-TV movies.

TVS, which owns the Midem Organisation, is also the organizer of the TV trade shows MIP TV, MIPCOM and MIDEM.

MTM President Arthur Price, a former manager of actress Mary Tyler Moore, who founded MTM in 1970 with then-husband Grant Tinker, said the agreement was the culmination of 10 months of talks between the two groups.

The negotiations began after last October's stock market crash dashed MTM's hopes of a successful initial public offering last year.

At a press conference last week, Mr. Price pledged that MTM will retain its independence.

"The TVS people have no intention of coming over here and telling us how to run the company," he explained of the deal, which involves \$242.3 million in cash and the bal-



MARY TYLER MOORE  
Holds 6.4 percent interest

ance in stock.

Canal Plus, operator of a French pay TV channel, and Generale d'Images, a diversified French communications company, will each have a 10 percent share of the company.

Ms. Moore will have a 6.4 percent position in the new company. In addition, the following three MTM officials will have stakes: Mr.

Price, 8.2 percent; Mel Blumenthal, senior executive vice president, 3.6 percent; and Tom Palmieri, executive vice president, 0.4 percent. Together, those four individuals will have an 18.6 percent position.

Messrs. Price and Blumenthal will also sit on the board of TVS, which will change its name to TVS Entertainment.

Financial documents from the deal reveal that Mr. Price will be paid a base salary of \$800,000, Mr. Blumenthal \$700,000 and Mr. Palmieri \$500,000. The three executives, along with Ms. Moore, have secured seven-year contracts from TVS, and the agreement allows for bonuses of up to 50 percent of the base salaries.

TVS shareholders will vote in London on July 29 on the MTM-TV deal, which is set to close by Aug. 4 if the shareholders and the Independent Broadcasting Authority give their approval.

MTM's primary asset is its 1,000 hours of programming. Merrill Lynch Capital Markets said that, based on information provided by MTM, the fair market value of the library is \$310 million.

MTM also has a 50 percent interest in The CBS/MTM Co., a partnership whose principal asset is a 40-acre production facility with 17 studios in Los Angeles. The company also has controlling interest in MTM Ardmore Studios Ltd. in Ireland.

Besides a 22-episode order for the returning CBS series "Newhart," MTM has 13-episode orders of two new fall series: NBC's hour-long

"Tattinger's" and CBS's new situation comedy with Ms. Moore, which is still untitled.

The studio also has a 13-episode order for an ABC series from producer Jeff Lewis, although no project has been agreed on.

In the library, MTM has nine series with 90 or more episodes, but four of those series are being distributed by other syndicators and a fifth is airing on cable.

The prime library product includes 168 episodes of "The Mary Tyler Moore Show," 146 hours of "Hill Street Blues," 142 installments of "The Bob Newhart Show," 138 of "Newhart" and 137 of "St. Elsewhere."

However, MTM has licensed away the domestic syndication rights of "The Mary Tyler Moore Show," "WKRP in Cincinnati," "The Bob Newhart Show" and "Hill Street Blues."

A fifth series in the library, "Remington Steele," was sold to the CBN Cable Network for a two-year run.

The most recent MTM series to go into syndication was "St. Elsewhere." TM officials said at last week's press conference that they did not pull the plug on the program because of poor prospects for the show in domestic syndication, as many had speculated.

"We had in excess of 140 episodes of that show produced and our contracts with those stations where the show had been sold in domestic syndication were only required to take up to the number of episodes that we had produced," Mr. Palmieri said. "Therefore, it was illogical to keep producing a show with no outlet for future episodes."#

## Fox's request could snag financial interest rule plan

(Continued from Page 3)

tion in the back-end for more network money up front.

Assisting in financial interest/syndication reform is the fact that the networks and many major studios have come under new ownership that sees the advantages in opening up the marketplace.

Also, the networks' consent decrees on the issue with the Justice Department expire within the next two years, giving the studios further incentive to come to some new terms.

Ideally, the networks would like to iron out the broad strokes of an agreement with the studios before a new president takes office later this year.

"If the networks and studios can

work out something on their own, there is no reason why Congress wouldn't give it its hearty endorsement," said one industry executive who asked not to be identified.

"I think it is fair to say that everyone is interested in getting this thing resolved some way through business discussions rather than legislatively. But I would not say that there has been any major mobilization or that any agreement is imminent," cautioned another source.

Sources say discussions currently revolve around reforms suggested by NBC President Robert Wright.

Among other things, Mr. Wright has suggested that the networks increase their license fees to production companies in exchange for back-end participation in the pro-

grams' off-network syndication.

He also has proposed devoting half the 22 weekly prime-time hours to whatever joint-venture agreements can be reached between the networks and studios.

The remaining 11 hours would remain subject to current regulations.

It is unclear whether such arrangements, if agreed to, would be experimental or permanent.

The ramifications of such an agreement remain ambiguous. For example, some industry experts on Wall Street point out that elimination of the financial interest/syndication rules could pave the way for large entertainment conglomerates such as Gulf & Western to actually buy one of the networks.

"1988 is the last clear chance we have to talk about this amongst ourselves. By next year, with a new president and new Congress, it will be a publicly debated issue once again," said one industry source.

"And if that happens, there's a good chance that, once again, nothing will get done."#

## Knight-Ridder joins Storer buyout deal

By DIANE MERMIGAS  
Senior reporter

Knight-Ridder last week announced it will join Tele-Communications Inc. and Comcast Corp. in their proposed \$1.5 billion purchase of SCI Holdings Inc., the parent of Storer Cable.

Knight-Ridder will effectively own 7.5 percent of Storer through TKR Cable, its 50-50 joint venture with TCI.

Industry sources estimated the value of Knight-Ridder's participation in the deal to be at least \$100 million.

Denver-based TCI and Bala Cynwyd, Pa.-based Comcast have agreed to buy the stock of SCI Holdings from Kohlberg Kravis Roberts & Co. and other stockholders for about \$1.5

billion in cash and \$2.2 billion in assumed debt.

Because Storer has about \$800 million in cash available, the actual liability being assumed by the purchasers will be closer to \$1.4 billion in debt.

TKR Cable will be a 30 percent partner in the newly formed partnership, in which TCI will have a 70 percent stake. That new partnership, in turn, will own 50 percent of SCI Holding stock. Comcast will own the remaining 50 percent.

Miami-based Knight-Ridder said last week the interest will strengthen the company's cable business. It did not dismiss the possibility of it managing some of the Storer cable properties at some point, especially those systems located in the East.#

## 'Wheel' still tops in Cassandra

(Continued from Page 2)

network sitcom in syndication was Paramount's "Cheers," which was the sixth-ranked show with a 7.1/17. "Cheers" had a 7.6/16 in February, its first ratings report.

"M\*A\*S\*H" was ranked ninth with a 6.9/17.

The show had a 7.7/19 a year earlier.

"M\*A\*S\*H" was followed by 10th-ranked "Family Ties," which had a 6.5/14 in the May Cassandra. In its first book last February, "Family Ties" had an 8.1/15.

"People's Court" was ranked fifth with a 7.3/20 in May, compared to 7.1/21 in May 1987.

"Donahue" wound up in seventh place in May with a 7/28. The long-running talk show had a 6.9/28 in May 1987.

### AT PRESS TIME CONTINUED

were short-circuited by anchor Dan Rather, who sources say has "signed off" on the agreement. CBS Inc. executives continue to negotiate with Mr. Cronkite, who has threatened to leave when his current pact expires in November.

● LOS ANGELES—New World Entertainment said Thursday it will sell its Marvel Entertainment Group, which the studio purchased in 1986 to use for production concepts. The move was made in anticipation of second-quarter losses of more than \$25 million, the company said. The unit is estimated to have cost New World \$50 million.

● WASHINGTON—In a report released Friday, the House Government Operations Committee lambasted the FCC for severe mismanagement of its public reference rooms. The report, "The FCC Public Reference Rooms Are a Mess," says the reference rooms fail to provide the public with accurate and timely access to information. FCC spokeswoman Maureen Peratino said: "We are very much aware of the problem, and we are working to turn things around."

● WASHINGTON—The National Association of Broadcasters charged last week that Cuba appears to be retaliating against a proposed U.S. government TV service to Cuba, even though the so-called TV Marti is not yet off the ground. NAB spokeswoman Sue Kraus said a series of late-night, high-powered AM Cuban radio broadcasts from June 28 to July 4 appeared to hint at what might be in store should TV Marti plans proceed.

● FAIRFIELD, CONN.—General Electric Co., NBC's corporate parent, reported a 23 percent increase in second-quarter net income on a 3 percent decline in revenues. GE said the results were led by its broadcasting operations, but declined to break out specific performances.

● ATLANTA—Warner Cable Communications and Daniels & Associates became the latest MSOs to commit to carrying Turner Network Television at its launch on most of their systems.#

Also making the list of the top 20 syndicated TV shows were "Win, Lose or Draw" (7th), "Entertainment Tonight" (12th), "Star Trek: The Next Generation" (13th), "Hol-

lywood Squares" (14th), "Three's Company" (14th), "Facts of Life" (17th), "Hee Haw" (18th), "Diffrent Strokes" (19th) and "The Judge" (20th).#

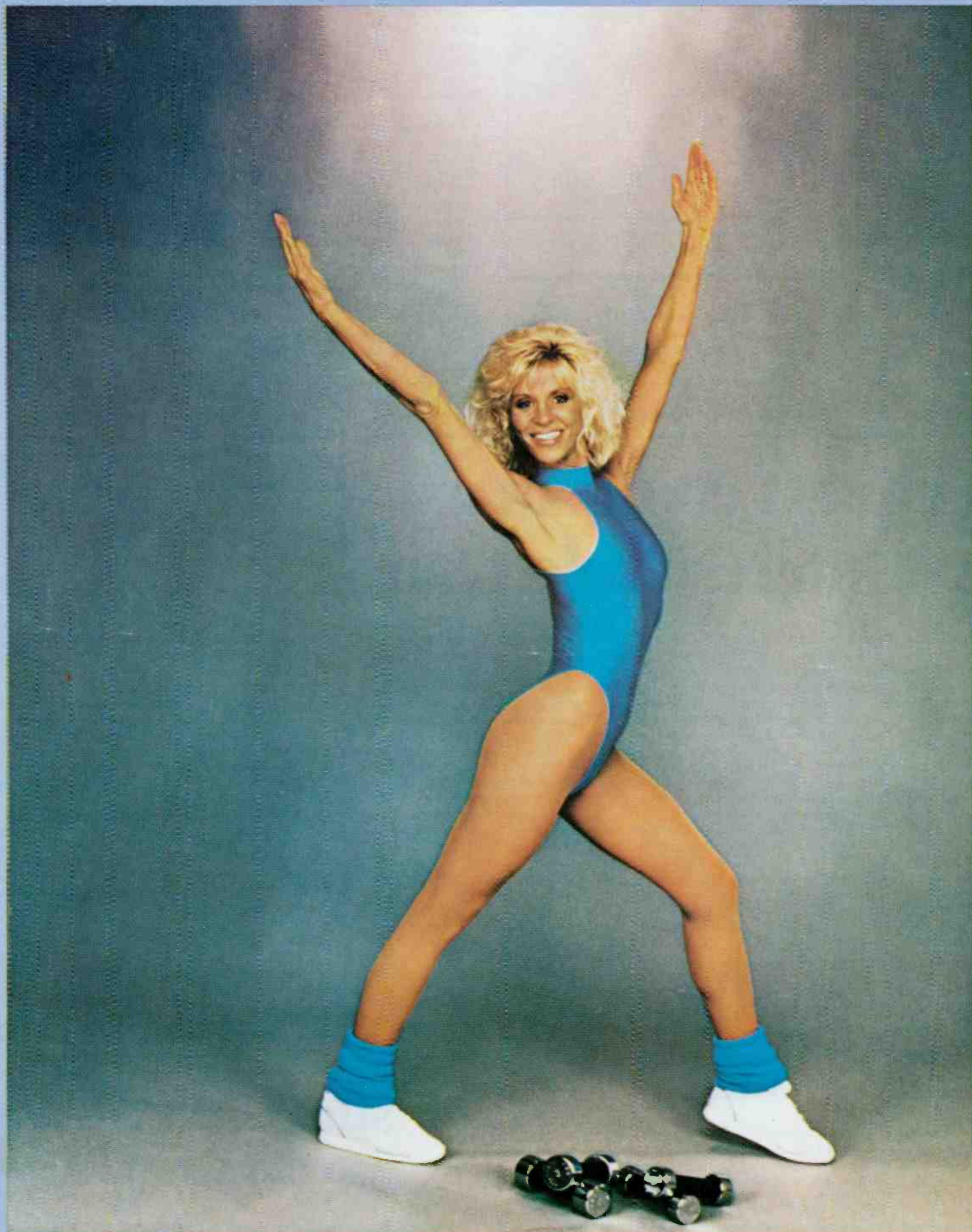
### Top 10 syndicated programs

	May '88	May '87
1. Wheel of Fortune	15.5/30	16.9/34
2. Jeopardy!	12.0/26	11.3/27
3. Oprah Winfrey	10.2/32	9.3/34
4. PM Magazine	8.6/16	8.5/17
5. People's Court	7.3/20	7.1/21
6. Cheers	7.1/17	n/a
7. Donahue	7.0/28	6.9/28
(t) Win, Lose or Draw	7.0/18	n/a
9. M*A*S*H	6.9/17	7.7/19
10. Family Ties	6.5/14	n/a

Source: A.C. Nielsen Co.

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