

# Electronic Media

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FEBRUARY 3, 1992

## Paramount hours caught in syndex fight

By **WILLIAM MAHONEY**  
and **THOMAS TYRER**  
ELECTRONIC MEDIA staff

Paramount Television Group on Friday was wrestling with a syndicated exclusivity conflict as it tried to close its first major deals for "Star Trek: Deep Space Nine" and "The Untouchables."

In Chicago, Paramount is negotiating with Tribune Broadcasting Co.-owned WGN-TV, a superstation that

typically insists on unrestricted national cable rights, leaving no syndex protection for other stations around the country.

That conflicts with the desires of many local stations, most notably KCOP-TV, a major Paramount client and holder of "Star Trek: The Next Generation" rights in Los Angeles.

KCOP last week was trying to close its own deal with Paramount to snare the new programs without losing exclusivity protection.

Syndicated exclusivity allows local TV stations to black out competing telecasts of protected shows on local cable systems.

Thus, if WGN won unrestricted rights to the Paramount shows, local stations, including KCOP, would be unable to block duplicate cable telecasts of the programs on WGN in their local markets.

At press time, Paramount Television Group declined comment on the matter.

Studio executives said the issue was premature because negotiations were continuing with KCOP and Tribune, whose WPIX-TV in New York is also expected to clear the new Paramount hours.

At press time it appeared that some resolution was imminent, with deals expected to be in place this week.

One possibility could be that KCOP receives a limited regional ex-

(Continued on Page 31)

## CBS banking on Olympic Games payoff

By **THOMAS TYRER**  
Staff reporter

LOS ANGELES—This week, CBS will end a 32-year absence from Winter Olympics competition and begin marathon 116-hour coverage of the XVI Olympiad from

Albertville, France.

More Olympics coverage, Pages 2 and 14.

But after buying into the event with a \$243 million bid, CBS

now faces an Olympian task not only in producing the programing, but also in trying to make back its money on the Feb. 6-23 event.

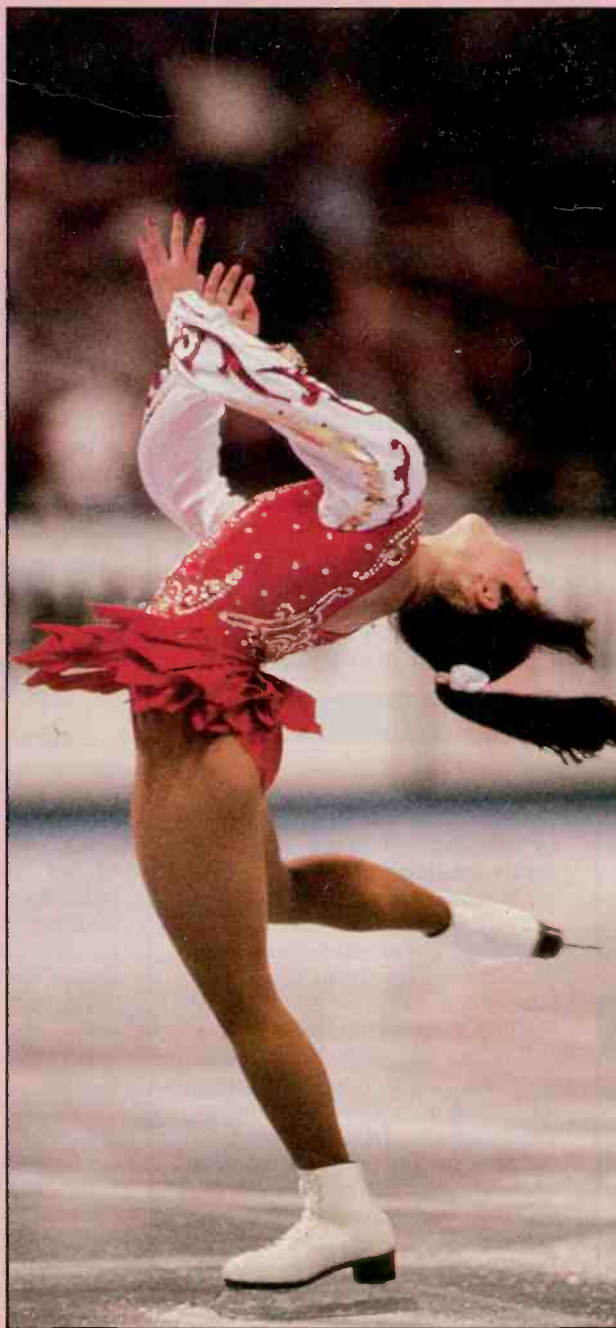
"They've had the Super Bowl and the Olympics in a very short amount of time, and those two events command a great deal of total dollars to sell out," says Marc Goldstein, executive vice president of national broadcast and programing at Lintas:USA.

"Right or wrong, the first quarter of the year is not one high up on the list of all four quarters in terms of advertising," Mr. Goldstein says.

At press time, sources said CBS was between 5 and 10 percent shy of an inventory sellout.

Other sources, including NBC Sports President Dick Ebersol, say CBS has cut the price on its 30-second spots back from its original \$250,000 level.

CBS Sports President Neal Pilson wouldn't  
(Continued on Page 18)



CBS's coverage of the 1992 Winter Games from Albertville, France, runs from Feb. 6 to 23.

## Senate OKs crackdown on cable TV

By **DOUG HALONEN**  
Washington bureau chief

WASHINGTON—In a major blow to the cable TV industry, the Senate voted 73-18 Friday to approve S.12, wide-ranging legislation to regulate cable.

Nonetheless, cable TV industry representatives vowed to continue their efforts to fight the measure.

"This thing has a long way yet to go," said Jim Mooney, president of the National Cable Television Association.

"It's an anti-consumer bill," added Steve Effros, president of the Community Antenna Television Association.

Nonetheless, S.12's supporters, including broadcasters and consumer organizations, were singing a decidedly different tune.

"This is a great victory for broadcasters and consumers," said Eddie Fritts, president and chief executive officer of the National Association of Broadcasters.

Under the legislation, S.12 would crack down on cable TV rates and would force the industry to make its programing available to competitors on fair terms.

In addition, it includes retransmission consent regulations that would permit broadcasters to charge cable television operators for retransmitting their signals.

Under a series of amendments approved last week, S.12 also would put a damper on indecent or obscene programing on cable's leased access channels.

In the wake of last week's vote, House leaders also  
(Continued on Page 31)

### AT PRESS TIME

#### BVT executive to move

LOS ANGELES—Kenneth Solomon, vice president/Eastern regional manager of Buena Vista Television, is expected this week to be named executive vice president and general sales manager of Twentieth Television. He would oversee the studio's sales and research efforts under Greg Meidel, who becomes president of the domestic TV division today. Mr. Solomon's move has been anticipated for some time but BVT has been holding him to his contract.

#### Husband held in slaying

DENVER—The husband of a TV anchorwoman, who was fatally shot nearly a year ago at her home, was arrested Friday in the case. Bradford King, a former police  
(Continued on Page 31)

## NEWS SUMMARY

**The Senate** voted 73-18 Friday to approve S.12, wide-ranging legislation to regulate cable, dealing a major blow to the industry. (Page 1)

**Paramount Television Group** on Friday was wrestling with a syndicated exclusivity conflict as it tried to close its first major deals for "Star Trek: Deep Space Nine" and "The Untouchables." (Page 1)

**CBS** will end a 32-year absence from Winter Olympics competition this week and begin marathon 116-hour coverage of the XVI Olympiad. (Page 1)

**CBS is expected to skate** to the February sweeps title on the strength of the Winter Olympics. (Page 3)

**Clear Channel Communications** will acquire FBC affiliate WPTY-TV in Memphis, Tenn., from Chase Communications for more than \$21 million cash. (Page 3)

**The Jeffrey Dahmer sanity trial** and the Mike Tyson rape trial last week resulted in some unusual experiments to facilitate national and local coverage. (Page 3)

**The Bill Clinton controversy** has forced news networks to grapple with the question of how, when or whether to pursue stories based on unsupported allegation. (Page 3)

**TCI last week blasted** a Wall Street Journal article about its business dealings, while legislators used the same article to help argue for re-regulating the industry. (Page 3)

**Neither President Bush** nor the Fed offered promise of long-term recessionary relief for media companies last week. (Page 4)

**The State of the Union** was carried by the three major broadcast networks, PBS, CNN, C-SPAN—and Comedy Central. (Page 4)

**Sumner Redstone** says Viacom Inc. is not dependent on a major merger or acquisition for growth. (Page 4)

**The Walt Disney Co.** last week dropped a 2-year-old antitrust suit alleging FBC strong-armed affiliates into denying access to the syndicated "The Disney Afternoon." (Page 4)

**President Bush**, in a speech to the NRB last week, reaffirmed his desire to encourage decency and respect for strong moral values among Americans. (Page 4)

**CNN International** said last week that it's taking steps to streamline relations with client broadcasters while upgrading its coverage of international business news, sports and weather. (Page 8)

**A non-competitive Super Bowl** and FBC's halftime strategy helped steal some of CBS's thunder, as the game's ratings slipped to a near low. (Page 8)

**A key topic at SMPTE's** 26th annual Advanced Television and Electronic Imaging Conference will be common standards between computer graphics and full-motion video (Page 14)

**Public broadcasters** last week vowed to fight a proposal to eliminate funding for a \$23 million federal program aimed at improving public broadcasting facilities. (Page 20)

**"Beauty and the Beast"** and "Fantasia" sent The Walt Disney Co.'s first quarter revenues to record levels while aiding earnings, the company said last week. (Page 20)

## CONTENTS

Ron Alridge .....	28	Manager's Corner .....	20
Cable Notes .....	28	News of Record .....	21
Calendar .....	23	Quick Takes .....	12
Classified Advertising .....	26	Season-to-Date Ratings .....	24
Finance .....	20	Technology .....	14
The Insider .....	8	Viewpoint .....	12
Jobs .....	27	Who Is News .....	22
Letters to the Editor .....	12	World Beat .....	15

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# King World, KRON square off over access

By WAYNE WALLEY  
New York bureau chief

King World Productions and KRON-TV, the NBC affiliate in San Francisco, have set the stage for what could be an explosive court battle.

Both sides last week said they were "taking appropriate legal action" following separate moves by the station and the syndicator related to KRON's intended switch to an early network prime-time schedule on Feb. 8.

When it switches to a 7 p.m.-to-10 p.m. prime-time schedule, KRON said it would move King World's "Jeopardy" to the 6:30 p.m. time slot and "Wheel of Fortune" to 11 a.m. effective Feb. 10.

Sources say King World has filed a lawsuit on the issue, apparently labeling the change in time periods as a breach of contract.

However, King World executives wouldn't confirm any details of the dispute, because, they said, "some of it's in a lawsuit."

At the same time, King World last week struck a

deal with San Francisco ABC affiliate KGO-TV to air "Wheel" and "Jeopardy" in the 7 p.m.-to-8 p.m. slot effective Feb. 10.

"We didn't start this," King World Chairman Roger King told ELECTRONIC MEDIA last week.

"We wish everyone would have remained calm and stayed with their schedule for 1991-92. This is the aftermath," he said.

"'Wheel' and 'Jeopardy' have been the No. 1 shows in access in San Francisco for nine years. Now they will be the No. 1 prime-time shows in San Francisco," Mr. King said.

KGO had previously licensed "Wheel" and "Jeopardy" for the 1992-93 and 1993-94 TV seasons, but wasn't supposed to get the shows until September.

The early switch to KGO prompted a quick response from KRON.

Amy McCombs, KRON president and general manager, said in a statement last week that the station has a "valid and binding contract"

(Continued on Page 31)

## CBS sets Games promotions

By WAYNE WALLEY  
New York bureau chief

NEW YORK—CBS is in the middle of its own promotional game for the Winter Olympics, hoping a multimillion-dollar print and radio campaign, plus scores of on-air ads, will draw more viewers to its 16 days of coverage.

"This is the biggest thing we've ever done for CBS," says George Schweitzer, senior vice president of marketing and communications.

"We're not taking anything for granted. Our marketing approach is to hit all buttons."

An extensive print ad schedule is running in newspapers and entertainment magazines, along with a series of radio spots touting the Games, which start Feb. 8.

But the network's on-air spots are a key element in emphasizing the "stories" of the Winter Olympics instead of the sports.

This will be done to counter the fact that prime-time cover-

age will be taped, not live, due to the time difference between the United States and the Games site, Albertville, France.

Mr. Schweitzer said the network has produced some 47 on-air spots, which started airing as early as Thanksgiving Day.

CBS is also offering affiliates a "topical" swap, asking for a spot in the station's access promotion in exchange for a 30-second spot the station can use to promote its local news during the Olympics telecast.

Some spots are targeted to children and run Saturday mornings; others are designed to generate interest in parts of the country not generally enthusiastic about winter sports.

Almost all emphasize what Mr. Schweitzer calls "human drama," focusing on the personalities of the athletes.

"There used to be a real rooting interest against the communist countries, but that is gone today," he said. "This is also on tape delay, which means we want people to watch despite knowing who won. We want them to wait to see it because the story moved them."

Besides its own in-house efforts, CBS is involved in a watch-and-win "Medals & Millions" promotion with Coca-Cola USA, which will offer a \$1 million prize during each of the 16 days of coverage.

Mr. Schweitzer said Coca-Cola plans to support the promotion with an estimated \$10 million radio campaign that encourages consumers to watch the Winter Olympics on CBS.

CBS will also air spots touting its regular, pre-empted fare. #

## EM names ad rep for classifieds

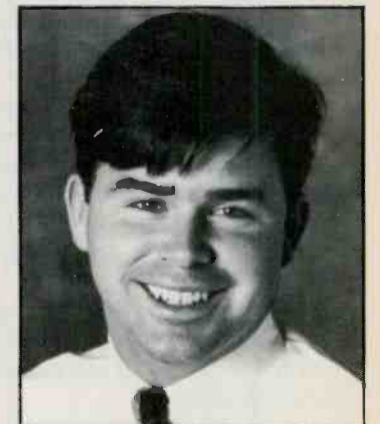
ELECTRONIC MEDIA has named John Glynn to advertising sales representative in charge of classified ad sales.

Mr. Glynn, a 1990 graduate of the University of Massachusetts, has been editorial assistant of the Crain Communications Inc. publication since October 1990.

He succeeds Tina A. Spasato, who left following the birth of her daughter, Briana Louise.

"John's editorial background has given him a good understanding of our product," said EM Advertising Director Marc White in announcing the promotion.

"That, combined with his natural sales ability, will make him a tremendous asset to our operation as we move to build on our momentum in classified ads.



JOHN GLYNN  
Based in Chicago

"EM's classified growth over the past several years has been significant as more and more readers begin to look for jobs where they look for their news." #

# Journalists defend Clinton coverage

By **ROD GRANGER**  
Staff reporter

NEW YORK—Allegations of marital infidelity against Democratic presidential candidate Gov. Bill Clinton have forced journalists to grapple with the question of how, or whether, to pursue such stories.

Despite the lack to date of independent corroboration of the allegations by Jennifer Flowers, and a reluctance to shift the focus from politics to personal life, the story has become legitimate news

**Ron Alridge on the media, Page 28.**

fodder, according to news executives surveyed by ELECTRONIC MEDIA.

"Broadcast news did great—we stayed away; it was the print press that went crazy," says Hal Bruno, political director, ABC News.

Steve Friedman, executive producer of "NBC Nightly News With Tom Brokaw," said, "I think we're covering it exactly the right way. We're trying to let the news of the day dictate where to go with

it."

However, Dan Rather, anchor and managing editor of "CBS Evening News With Dan Rather," said that he was "uncomfortable with these kinds of stories," and that CBS, which aired the first interview with Gov. Clinton and his wife, was "still groping for ways to handle them responsibly."

"I told my staff if we get beat on this kind of story, I'll take it," Mr. Rather said last week.

"I like to center on facts, and facts are few and hard to find (regarding these al-

legations)," he said.

Steve Kroft, the "60 Minutes" correspondent who interviewed Gov. and Hillary Clinton live after the Super Bowl on Jan. 26, said that while he feels that broadcast took the "high road," he also believes that "something definitely went wrong last week."

"I don't know how we got to this point, where this has become the overriding issue in American politics," he said.

If Gov. Clinton's campaign is destroyed by Ms. Flowers' charges "with no more  
(Continued on Page 30)

## Olympics shape networks' February sweeps plans

By **THOMAS TYRER**  
Staff reporter

LOS ANGELES—CBS is expected to skate to the February sweeps title on the strength of the Winter Olympics, but many say the Games' impact will depend largely on the performance of U.S. athletes and network competitors' counterprogramming.

"This is an international event and you must look at the February sweeps and say that far and away the expectation is that it will be a CBS victory," says Warren Littlefield, president of NBC Entertainment.

"Yet Americans root for Americans and I don't think it's a foregone conclusion that this (Olympics) will be a tremendous American success story or that you can't compete against the Olympics," Mr. Littlefield adds.

Hoping to return to prime-time prominence, CBS paid \$243 million two years ago for the broadcast rights to this month's Winter Olympics.

Even so, CBS's prime-time fortunes rose a year before schedule, as it pulled off a surprising win in last year's February sweeps, marking its first sweeps win since February of 1985.

Last February, CBS earned a 13.6 rating (percentage of TV homes) and 22 share (percentage of sets in use), while NBC had a 12.9/21; ABC had a 12.1/19 and Fox Broadcasting Co. finished with a 7.1/11.

This time around, CBS's fortunes rest in the 52 hours of prime-time Olympics coverage it has slated, starting with a preview special on the first night of the Nielsen Media Research sweeps—Feb. 6—and running through the end of Olympic competition on Feb. 23.

(Continued on Page 30)



NBC has scheduled the two-part miniseries "Grass Roots" on Feb. 24 and 25.

## Chase sets sales deal for WPTY

By **DIANE MERMIGAS**  
Financial editor

San Antonio-based Clear Channel Communications last week said it will acquire FBC affiliate WPTY-TV in Memphis, Tenn., from Chase Communications for more than \$21 million cash.

And in two other station announcements last week, Act III Broadcasting and ABRY Communications broke off acquisition talks over Act III's eight Fox Broadcasting Co. independents; and SJL Broadcast Management Corp. said it is seeking a buyer for Syracuse, N.Y., NBC affiliate WSTM-TV.

The \$21 million purchase price for WPTY, the dominant UHF independent in Memphis, the 38th market, represents about 10 times the station's existing cash flow and is higher than the value many industry brokers had previously estimated.

WPTY fits the profile of the six other FBC independents Clear Channel owns in the South and will become the largest station operated by Houston-based subsidiary Clear Channel Television.

Chase officials said they are engaged in negotiations for the sale of other of their five independents and eight radio stations, which experts estimate could fetch more than \$250 million even in a depressed market.

Chase announced late last year it would use the proceeds of its broadcast sales to finance the construction and operation of cable systems in Eastern Europe.

Elsewhere, George Lilly, president of SJL Broadcast Management Corp., told ELECTRONIC MEDIA last week he is seeking a buyer for his Syracuse, N.Y., NBC affiliate, WSTM-TV, which he acquired five years ago from Times Mirror.

SJL also has talked to a broker about the possible sale of its NBC affiliates KSNT-TV in Topeka, Kan.; KSNW-TV  
(Continued on Page 29)

## TCI disputes Journal's cable story

By **KATE MADDOX**  
Staff reporter

DENVER—Tele-Communications Inc. last week blasted a report in The Wall Street Journal about its business dealings as being "false and erroneous," while legislators in Washington used the same report to help argue in favor of re-regulating the industry.

The Jan. 27 report by Wall Street Journal staff writer Johnnie Roberts took an extensive look at TCI's growth to power and raised questions about some of the company's stock dealings.

Of particular prominence in the article, headlined "Cable Cabal: How Giant TCI Uses Self-Dealing, Hardball To Dominate Market," is a discussion of a com-

plex series of cable system transactions in Utah between TCI and its chairman, Bob Magness, and President and Chief Executive Officer John Malone.

The Journal story charged that TCI bought cable systems from Mr. Magness and Mr. Malone that it already owned and didn't report the transactions to the Securities and Exchange Commission.

It also discussed a special class of stock with substantial voting power that TCI created and transferred into the hands of Mr. Magness and Mr. Malone.

The same day the article appeared it became a subject of discussion on the floor of the U.S. Senate during debate on S.12, a bill designed to re-regulate cable operators.

"I am not surprised by the findings re-

ported in The Wall Street Journal today," said Sen. Al Gore, D-Tenn.

"One of the interesting things about today's Wall Street Journal article is its documentation of cases of abuse by one cable company, TCI, against other businesses in the television industry," Mr. Gore said.

He asked that the article be written into the Congressional Record for the day.

"This kind of abusiveness is not characteristic of a competitive industry," the senator said. "This is a manipulation of the marketplace."

TCI said the story was inaccurate and slanted.

"There were substantial fabrications in  
(Continued on Page 30)

## TV tests trial options

By **WAYNE WALLEY**  
New York bureau chief

The Jeffrey Dahmer sanity trial in Milwaukee and the Mike Tyson rape trial in Indianapolis last week resulted in some unusual experiments to facilitate national and local coverage.

For example, CBS affiliate WITI-TV in Milwaukee is providing a live feed and loaning some of its new-people to WDJT-TV, allowing the  
(Continued on Page 29)

# Viacom finds financial strength within

By DIANE MERMIGAS  
Financial editor

Viacom Inc. could acquire some of a dismantled Orion Pictures Corp. film library, but is more likely to introduce Nickelodeon abroad, continue its global rollout of MTV, or buy into another cable channel.

In other words, according to Sumner Redstone, Viacom's low-key chairman and majority shareholder, his industry powerhouse is not dependent on a major merger or acquisition for growth.

"I would say that the only alliances we need to make are the ones that have strategic value," Mr. Redstone said during a recent interview with ELECTRONIC MEDIA.

"We will not fall into the trap of believing that to grow sensibly, strategically or economically, we have to make major acquisitions," he said.

"Any partnerships—and we've been approached by many companies interested in them—would have to be more strategic than financial."

Indeed, Viacom's diverse and developing operations have provided uncom-

mon stability in the ongoing recession and the foundation for a financial retrenchment that actually began several years ago.

The mix of pay and basic cable networks, television production and syndication, cable system and broadcast ownership will assure Viacom higher revenues and reinstated annual profitability in 1992.

"Our greatest strength lies within," Mr. Redstone said.

But what has most contributed to Wall Street's confidence in Viacom is the com-

pany's steady, aggressive reduction of its \$2 billion-plus debt.

For instance, by year's end, Mr. Redstone expects to retire another \$400 million, 14.75 percent junk bond issue, freeing up nearly \$80 million in annual interest payments that will drop straight to Viacom's bottom line.

In less than a year, and in a very tough financial environment, Viacom has raised more than \$700 million through various bond and stock offerings to pay off or refinance about one quarter of its  
(Continued on Page 27)

## Bush sounds alarm at NRB meet

By DOUG HALONEN  
Washington bureau chief

WASHINGTON—President Bush here last week reaffirmed his desire to encourage decency and respect for strong moral values among Americans.

"We need a nation closer to the 'Waltons' than the 'Simpsons,'" the president said, referring to the 1970s and early 1980s drama about a Southern family during the Depression and World War II.

In a speech to the National Religious Broadcasters convention, the president also criticized blasphemers, bigots and others he charges are undermining America's values.

"I will continue to speak out against these apostles of hate who poison our kids' minds and debase their souls," President Bush said.

• Also at the convention, the NRB announced that it is proposing to delete more than 20 percent of its members for failing to agree to the organization's financial disclosure and ethical guidelines.

The cutbacks, according to the NRB, would reduce the organization's core membership to 565, down from 727.

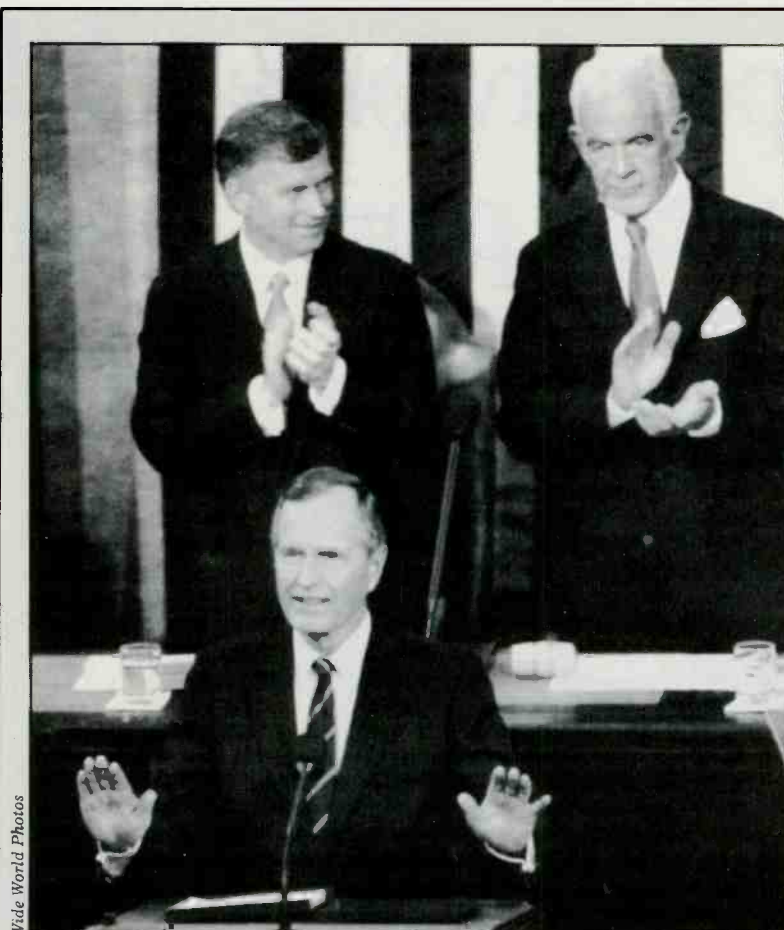
• During a press conference, David Clark, president of the broadcasters group, said the organization planned further study of whether to eject another member, the Larry Lea Ministries.

A recent ABC "PrimeTime Live" broadcast alleged that the Rev. Lea, in an effort to stimulate contributions to his ministry, misled television viewers on a variety of fronts.

Ministry representatives have denied wrongdoing.

Said Mr. Clark, "We need to listen carefully to what these people say."

"We need to listen to the facts."#



President Bush's State of the Union address was carried by the Big 3, PBS, C-SPAN, CNN and Comedy Central.

## State of the art TV for State of the Union

By ROD GRANGER  
Staff reporter

Television viewers were offered a variety of choices for watching and responding to President Bush's State of the Union address last week.

The Jan. 28 speech feed was carried by the three major broadcast networks, PBS, CNN and C-SPAN, while Comedy

Central telecast the speech, but mixed in its own commentary and clips.

Taking a different post-speech tack, CBS News offered viewers an 800 number as part of its "America on the Line" interactive special.

According to Executive Producer Andy Lack, viewers made 24.6 million calls to an  
(Continued on Page 29)

## Media firms see little aid from Bush

By DIANE MERMIGAS  
Financial editor

There was no new promise of long-term recessionary relief for media companies last week in President Bush's State of the Union address or from the Federal Reserve Board.

However, financial and media experts said the government's attempts to improve consumer confidence and spending were welcome since they could eventually benefit business.

A number of financial and media sources contacted by ELECTRONIC MEDIA last week said they viewed Mr. Bush's Jan. 28 speech more as a politically driven plan to provide a short-term boost to voters.

For the most part, they said, the president's business-related proposals would provide only modest relief to highly leveraged, advertising-supported companies.

In fact, remarks by Federal Reserve Chairman Alan Greenspan the day after the president's address left many on Wall Street and Madison Avenue wondering whether relief will come any time soon.

On Jan. 29, Mr. Greenspan told a congressional committee that the central bank isn't likely to soon lower interest rates further.

Many business sources have said that keeping interest rates low this year would be the most significant impetus to an improving economy.

Not surprisingly, Mr. Greenspan's remarks upset bond and stock investors, sending the Dow Jones Industrial Average into a 47.18 drop to close at 3224.96 in heavy trading on Wednesday.

Also on Jan. 29, the Commerce Department confirmed that the nation's economy came to a virtual standstill in the fourth quarter of 1991 following two quarters of nominal growth.

"I don't think the overall impact of what was said last week will be very significant because, in many respects, it didn't go far enough," said Michael Metz,  
(Continued on Page 29)

# Disney drops Fox Children's Network suit

By THOMAS TYRER  
Staff reporter

LOS ANGELES—The Walt Disney Co. last week called off a two-year battle with Fox Broadcasting Co. and its Fox Children's Network, when the animation giant dropped an antitrust suit alleging FBC had strong-armed affiliates into denying access to the syndicated "The Disney Afternoon."

"It's time to put this conflict behind us and focus on the myriad of good and longstanding relationships that have existed between Fox and Disney, as well as the key officers of the two companies," Disney Studios President Rich Frank said in a statement.

In dismissing the complaint, rather than trying for a

settlement, The Walt Disney Co. will not receive compensation regarding any portions of the lawsuit, originally filed in U.S. District Court in Los Angeles in February 1990.

Sources said after weighing evidence culled from recent depositions, as well as feelings that Disney had been the target of some negative publicity lately, Disney Chairman and Chief Executive Officer Michael Eisner met with Fox Inc. Chairman and Chief Executive Officer Barry Diller about a possible settlement roughly a month ago.

Longtime co-workers at both ABC and later Paramount Pictures during their early careers, Mr. Eisner and Mr. Diller had hoped to develop new business opportunities—with Disney becoming a possible sup-

plier to FCN—but Mr. Diller demanded that Disney first drop the pending litigation, sources said.

That now accomplished, the two expect to embark on transactions that will grant Disney access to the FCN distribution system while giving FCN another important animation supplier.

Neither Mr. Eisner nor Mr. Diller or other senior executives at either company would comment on the matter last week.

Nevertheless, FBC President and Chief Operating Officer Jamie Kellner said in a statement that Disney put out: "We are very happy at Disney's statesman-like decision to end this litigation. We have always felt that these issues of competition are best worked out in the marketplace."#

**“IT’S TOUGH  
FOR A SHOW TO GROW  
IN THE MIDDLE OF A  
DECLINING LINEUP.”**

**UNLESS, OF COURSE,  
YOU’RE SOME KIND  
OF GENIUS.**



# DOOGIE HOWSER. THE COMEDY THAT TAKES A TIME PERIOD FROM LAST TO FIRST.



Before Doogie Howser, Wednesday at 9pm was a loser for ABC. But when Doogie began operating, it rapidly took its time period from last to first.

Even better, Doogie has grown every year, even though ABC's overall Wednesday night lineup has declined.

Which proves that whatever your schedule, Doogie Howser, M.D. is the appointment everybody keeps.

And it doesn't take a genius to figure that one out.

ABC WED. 9PM  
HH SHARE

17

RANK #3

'88 - '89

BEFORE DOOGIE

## DOOGIE HOWSER, M.D.

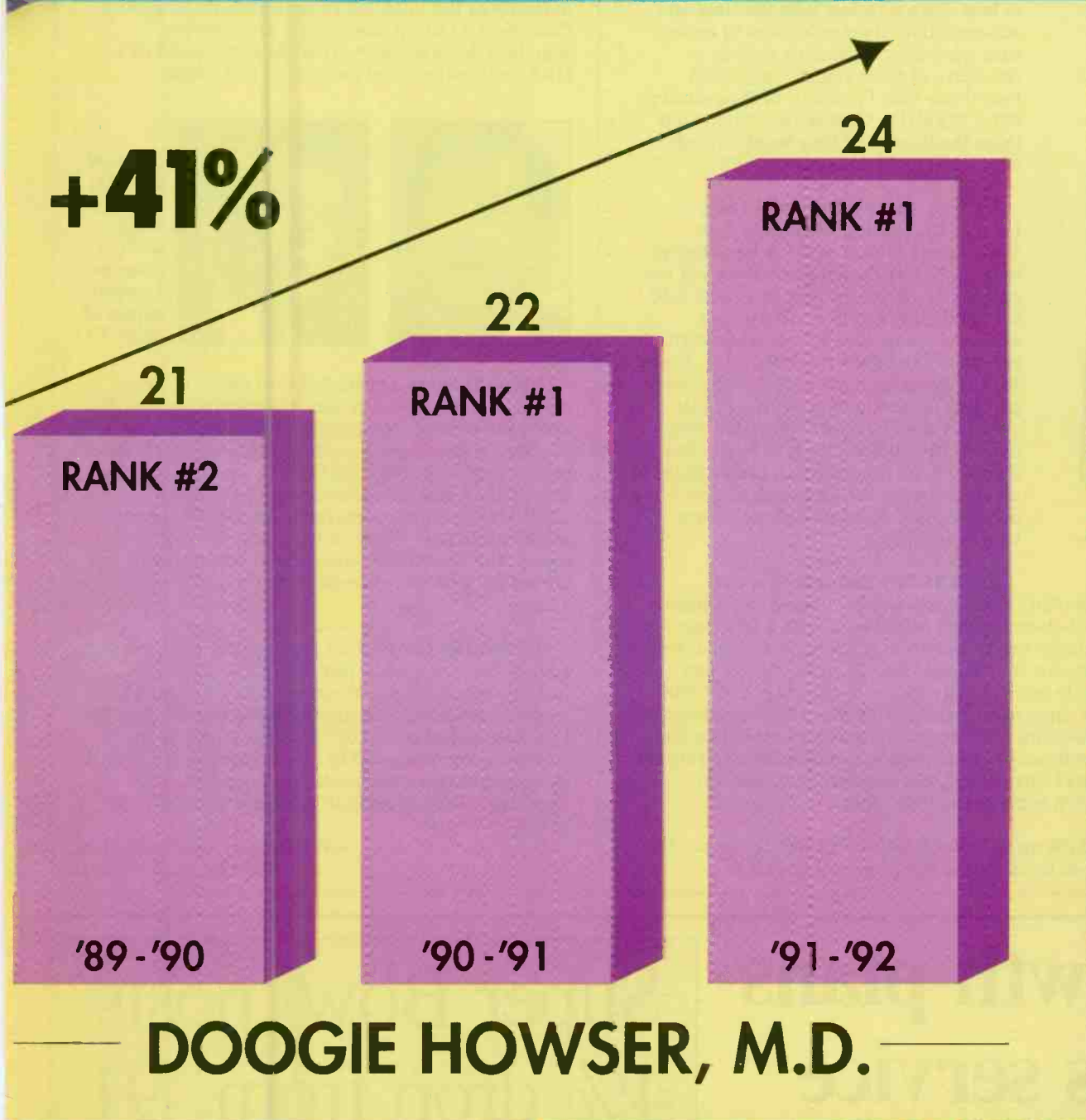
### COMEDY THAT'S PURE GENIUS.



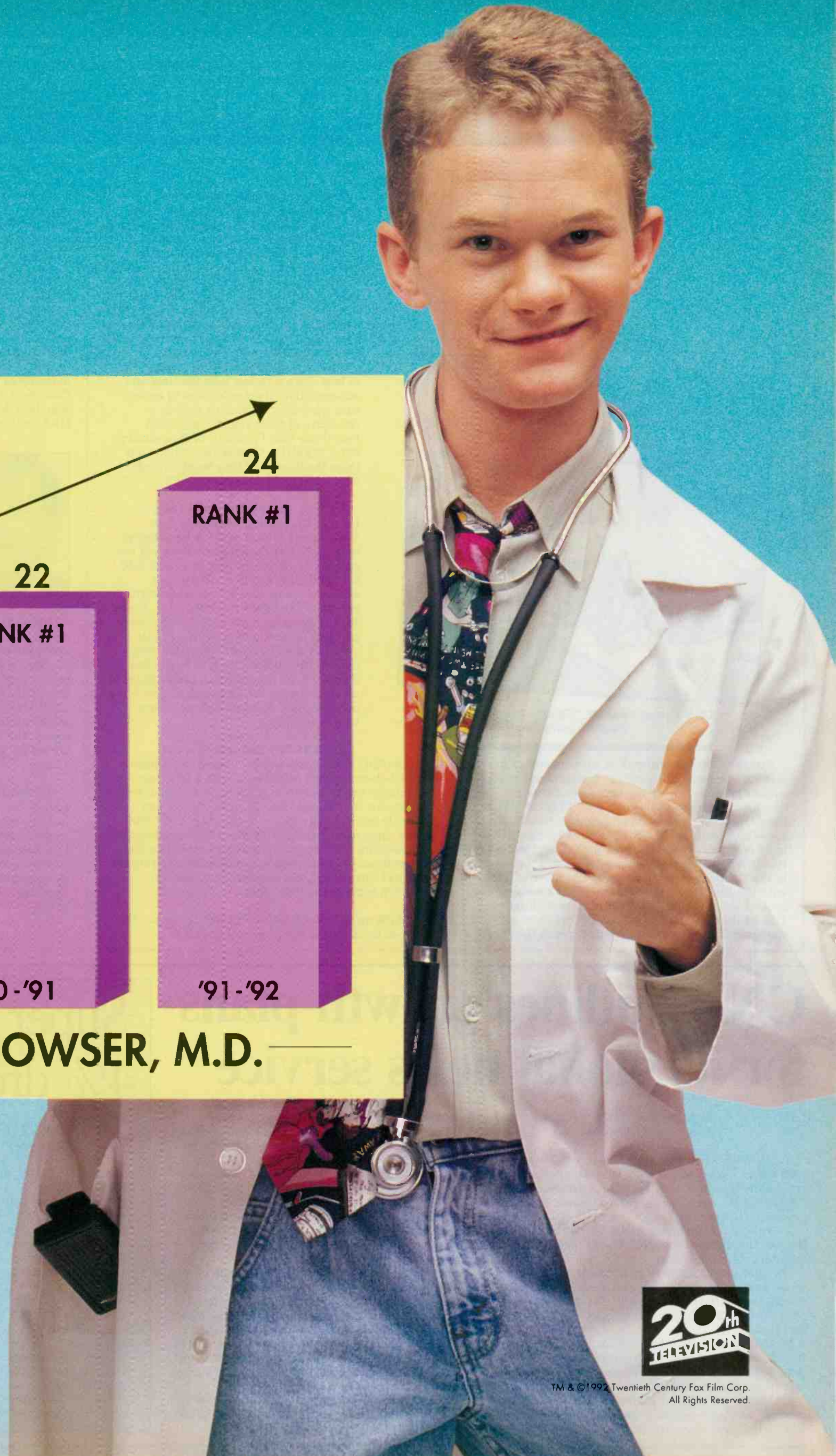
©1992 Steven Bochco Productions, Inc.  
"Doogie Howser, M.D." is a trademark of Steven Bochco Productions, Inc.  
Source: NTL as dated ('91-'92 through 11/3/91)



DOOGIE HOWSER, M.D.

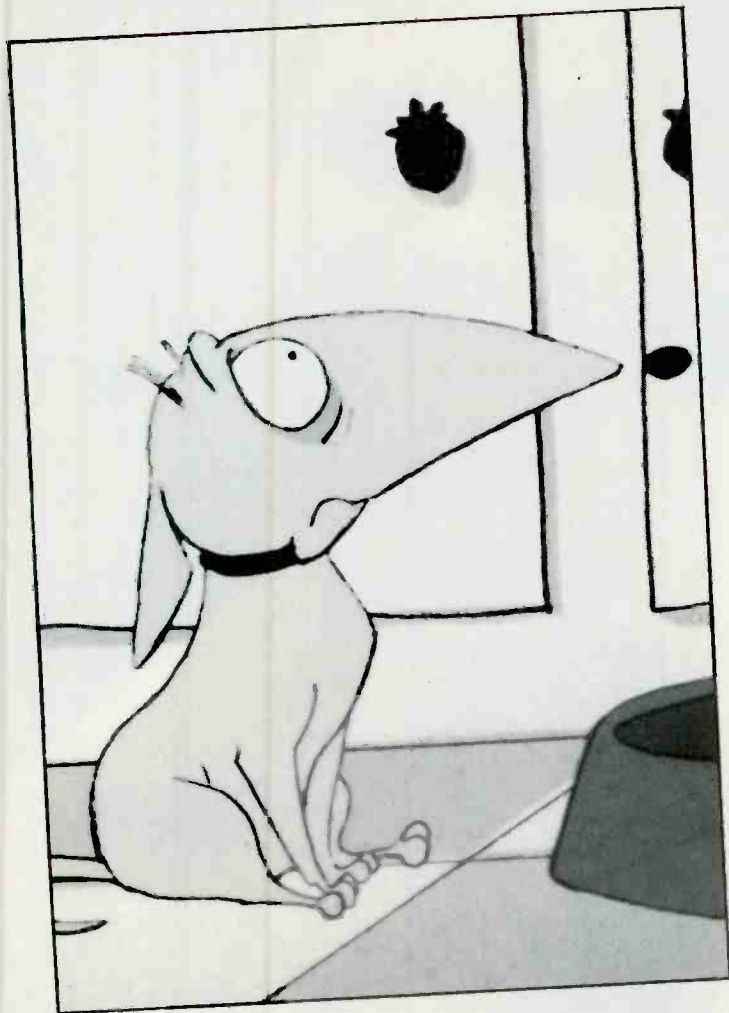


**DOOGIE HOWSER, M.D.**



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## THE INSIDER



CBS's long-awaited "Family Dog" is still not ready for prime time.

**Another '90210' clone:** Fox Broadcasting Co.'s teen hit "Beverly Hills, 90210" has spawned several similar projects during the broadcast network development season this year, but "Class of '61" from Universal Television and Amblin Television is something unto itself. ABC has already committed to 13 episodes of the series for the fall and while the title gives the impression that it will be a throwback to the Kennedy years, it actually has more to do with the Lincoln administration. That's because it's set in 1861, not 1961, and features the feelings of U.S. Military Academy cadets at West Point as they prepare to fight on opposite sides in the Civil

War.

\* \* \*

**'Dog' housed until fall:** ABC premiered its own prime-time cartoon, "Capitol Critters," last week and CBS's "Fish Police" is expected to premiere later this month, but one of the more high-profile and long-expected animated series, CBS's "Family Dog," is still not ready. Originally set to bow last spring, "Dog" has endured numerous delays while Tim Burton and Steven Spielberg have haggled over creative direction and gone on to other projects. Now it probably won't premiere until next fall, at best. "We'd rather take the time and accommodate their schedules to make sure what they ultimately deliver is reflective of their vision," says CBS Executive Vice President of Programming Peter Tortorici. "We've basically given them the license, if they want to push to next year, we'll do it next year."

\* \* \*

**Lottery show could still spin:** Lottery Innovation Corp., the New York-based company that's been trying to get a lottery-based game show off the ground, is going in a new direction. LIC originally approached distributors asking them to develop concepts with producers and then pitch the idea. Buena Vista Television even announced it was going to launch a show with LIC last year but then backed down. Then last month, LIC took a dozen or so pitches directly from producers in Los Angeles in an effort to get the proposed project back on track. LIC officials did not return telephone calls.

\* \* \*

**An ABC brainstorm:** Capital Cities/ABC brass last week conducted their annual closed-door meeting in Phoenix with a new spin. Company executives from all divisions were asked to present their ideas on ways the company can operate more creatively and profitably. The "think tank" approach yielded such ideas as launching a stand-alone soap opera channel and consolidating the company's promotion and marketing operations. Capital Cities/ABC will research and possibly develop some of the best ideas.

\* \* \*

**MGM on the block again?** Credit Lyonnais, the French bank that is the principal lender to

MGM-Pathe Communications Corp., made it clear last week it would welcome a serious, well-funded bid for the studio now that it's recovering from its legal and financial problems of the past year. This puts another U.S. studio in play: Orion Pictures currently is struggling to emerge from Chapter 11 bankruptcy under the protection of a new owner.

\* \* \*

**FCC likely to approve DBS for TCI:** Despite all the negative publicity Tele-Communications Inc. has been getting in the national press during the past two weeks, the FCC is expected soon to give the nation's largest cable TV system operator a shot at getting into the direct broadcast satellite business. One well-placed FCC source said a majority of the agency's commissioners, including Chairman Al Sikes, Jim Quello and Sherrie Marshall, have already privately approved TCI's DBS application as of press time last week.



Sens. Al Gore (l.) and Tim Wirth don't disagree on every aspect of cable TV.

**S.12 opposites agree:** Sens. Al Gore, D-Tenn., and Tim Wirth, D-Colo., are at opposite ends of the spectrum when it comes to cable regulation and S. 12. But they do agree on which cable channels have made significant contributions to the country. Sen. Gore cited CNN, The Discovery Channel and C-SPAN during his remarks before the Senate last week, while Sen. Wirth, during his comments, named the same three channels in addition to Nickelodeon when stressing cable's public service value.

\* \* \*

**Correcting the FCC:** A 2½-percent error rate in agency documents has put the FCC on a quality-control alert. Maureen Peratino, an FCC spokeswoman, said an agency study reveals that the FCC has had to issue 100 formal statements to correct errors in the 3,713 official agency documents issued since April necessitating reminders for accuracy. "We're trying to sensitize the staff," Ms. Peratino said. #

—Written by Wayne Walley from bureau reports

## CNN outlines growth plans for its global news service

By RUSSELL SHAW  
Special to ELECTRONIC MEDIA

ATLANTA—CNN International last week told its worldwide contributors that it's taking steps to streamline relations with client broadcasters while upgrading its coverage of international business news, sports and weather.

Journalists from more than 90 countries attended the three-day CNN World Report Contributors conference here.

"In the middle of this year, we'll be creating some new news programs and feature improvements for CNN International," Peter Vesey, vice president of CNN International, said during a Jan. 29 panel.

Mr. Vesey said that by midyear, CNN International would expand its business news by adding at least one half-hour business news show as well as hourly business inserts.

Mr. Vesey added that a broader range of sports results, and more global and regional weather forecasting and storm-tracking would also be in-

stituted on CNN International early this year.

To improve communications with CNN International affiliate networks, Mr. Vesey said CNN was starting the Network Alert System.

With NAS, CNN will send advisories by electronic mail via satellite to affiliates' newsrooms around the world.

CNN International also plans to expand its satellite coverage by April 1, according to Wesley Hanemayer, vice president for satellite systems at Turner Cable Network Sales.

Around April 1, CNN International will be on the Arabsat 1-C satellite, improving its coverage of Africa, the Middle East, and India, while later this year, it will go on the C-band Intelsat 33.25 satellite, boosting its reception in Western Russia.

In addition, Eason Jordan, CNN vice president and international editor, said the network will open bureaus this year in Amman, Jordan; Bangkok, Thailand; and New Delhi, India.

"We are growing where we need to go. We are opening new bureaus as fast as we can, given (Continued on Page 29)

## Super Bowl posts 4% drop from '91

By THOMAS TYRER  
Staff reporter

LOS ANGELES—A non-competitive game and FBC's halftime strategy helped steal some of CBS's Super Bowl thunder, as the game's ratings slipped to a near low.

CBS's coverage of the Jan. 26 game, in which the dominant Washington Redskins defeated the Buffalo Bills 37-24, averaged a 40.3 Nielsen Media Research rating (percentage of TV homes) and a 61 share (percentage of sets in use), making it the season's top-rated program.

Despite that honor, CBS's Super Bowl ratings were the

lowest—except for the 39/63 CBS had for a blowout Super Bowl in 1990—since 1971.

The 1992 game marked a 4 percent decrease from the 41.9/63 ABC got with the 1991 game, when Buffalo lost to the Giants by one point.

Even so, George Schweitzer, CBS senior vice president of marketing and communications, said last week that this year's Super Bowl was watched by an estimated 120 million viewers, making it the second-largest Super Bowl audience ever.

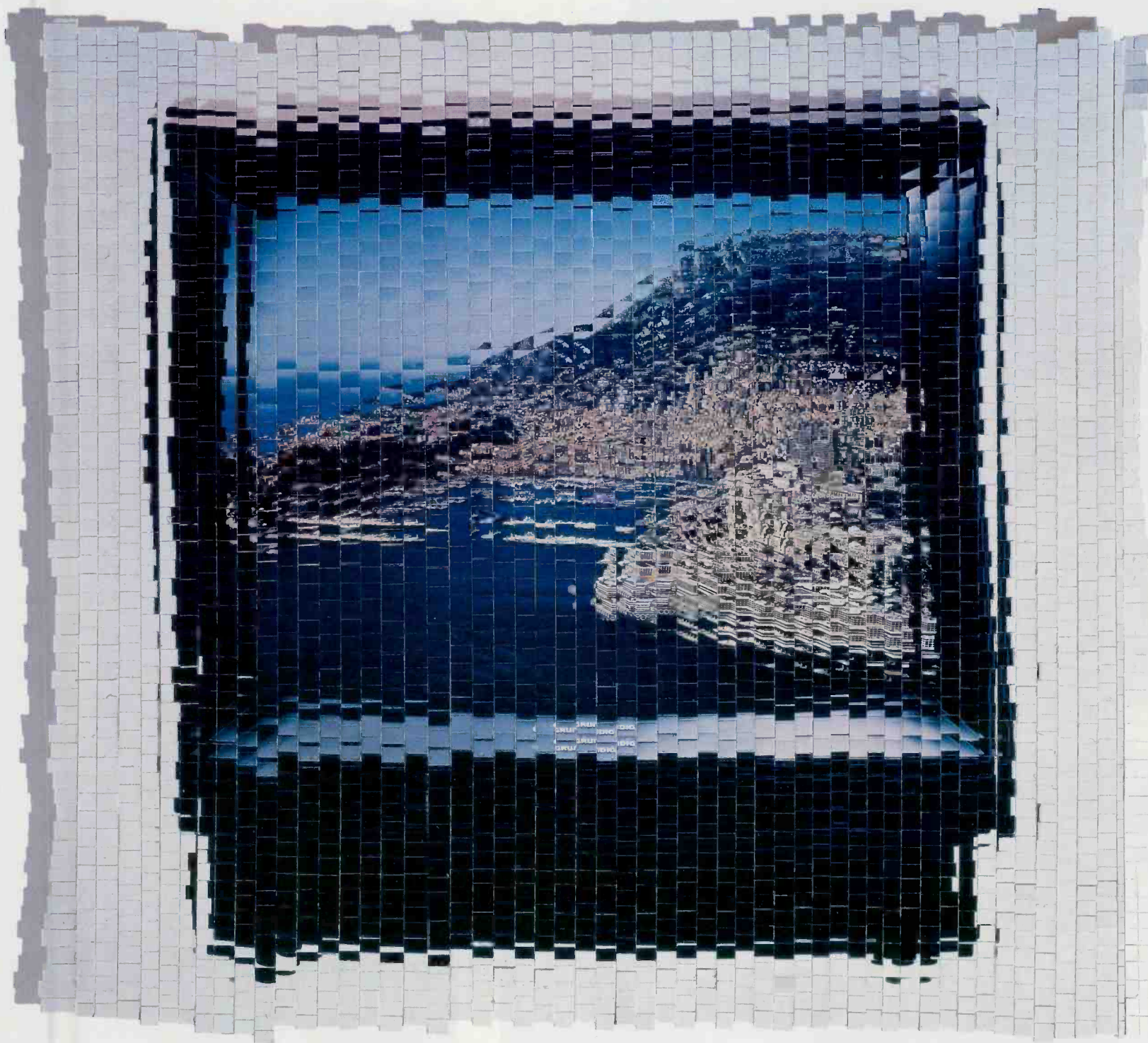
Noting multiple viewers in homes and outside venues, he said only NBC's 1986 Super (Continued on Page 21)



# 32<sup>e</sup>

# FESTIVAL DE TELEVISION DE MONTE-CARLO

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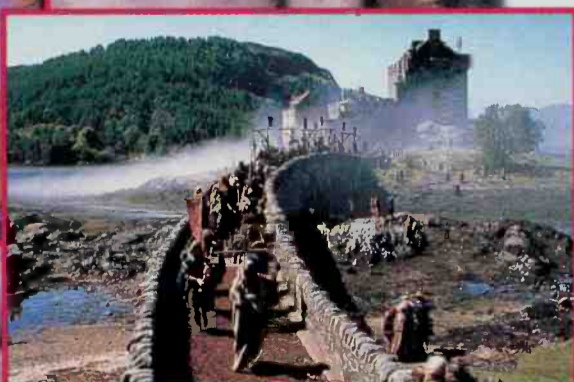
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Twenty-two original weekly hours are available Fall '92 on an advertiser-supported basis from RYSHER Distribution.

Put the power of a proven box office force to work for *your* station. Go with *Highlander*.

**FEEL THE POWER**

# Paying for the Olympics

This coming week marks the return of one of television's most prestigious programming events in the form of CBS's marathon coverage of the Winter Olympics.

In years past, the primary focus would have been on how well the American teams would do, and how much money CBS would rake in from the event.

But as has become common now with virtually all major sports packages, the real questions are somewhat different.

For example: Will CBS sell out at all? Has it had to cut rates or offer special enhanced packages to lure advertisers in? Will the Olympics lose money?

When you spend \$243 million for U.S. rights alone, and then throw in another \$100 million or so in production costs, those become important questions.

Because CBS bought so heavily into sports during the last round of rights negotiations, it's been the primary target over the past few years as baseball, football and Olympics revenues declined.

But it's happened at other times to the other networks as well, and there seems little doubt that some major changes are in store for sports broadcasting when the next cycle of negotiations begins.

For that reason, the pivotal lesson of this year's Olympics competitions won't be known until well after CBS's fairly traditional coverage from Albertville has ended.

We refer, of course, to the Summer Olympics, and NBC's unprecedented effort to offer a comprehensive pay-per-view alternative to its regular over-the-air coverage from Barcelona.

It's unclear at this point how successful NBC and Cablevision will be with their "TripleCast" plans, offering three different PPV levels of Olympics coverage at prices ranging up to \$170 for 540 hours of commercial-free competition.

Certainly they've shown admirable persistence in overcoming a variety of obstacles, most notably the lack of open channel space to place the PPV services on some cable systems.

But the real issue is simply one of viewer interest: Will people pay a fairly substantial sum of money for access to the Olympics—and by extension, to other top sports events, such as the Super Bowl and the World Series?

In the past, the major sports leagues have been reluctant to move away from broadcast TV and into any form of pay TV, even basic cable.

That finally changed when it became apparent that the broadcast networks simply weren't willing to keep paying more, more, more at a time of increasing competition and decreasing revenues.

Now basic cable has a solid niche in the major pro sports. Even CBS was willing to sell off some of its Winter Olympics rights to Ted Turner's basic TNT cable network.

But with the broadcast networks and basic cable reaching their financial limit, where do the sports owners turn next?

The Summer Olympic Games will be the first clear indicator of whether pay-per-view is the right answer. #

## LETTERS TO THE EDITOR

### EM didn't tell full story about cable ratings

The Network Television Association has always valued ELECTRONIC MEDIA as a credible source of information about the ever-changing television industry. However as readers and members of the television community, we feel obligated to voice a concern.

On several occasions the full story about network television has not been told. This has led to a misleading amplification of cable's viability as an advertising medium relative to network television.

We refer to two recent articles: "NBC's Orange Bowl down but still winner" on Jan. 6, Page 2, and "Cable scores big on Jan. 1" on Jan. 13, Page 3.

When looking at both articles regarding this year's college bowl games, readers could have gotten the impression that the network bowl games lost audience to cable.

However, if one compares the seven network bowl games played on Jan. 1, 1991, to the seven played on Jan. 1,

1992, a much broader story emerges: the average ratings of the games actually increased (9.7 for Jan. 1, 1992, vs. 9.4 for Jan. 1, 1991), and five of the seven bowl games improved their ratings this year.

Furthermore, the Jan. 13 article lauds cable television's attempts to counter the network television bowl games; glorifies the average cable network's less than 1.5 coverage area rating; and through a series of six quotes and two attributions by cable executives (none from the networks) suggests that cable's "big scores" are a ratings trend and occurred as a result of network bowl game audience losses.

Additionally, where individual cable ratings are quoted we feel they should have been clearly specified as coverage area ratings. The partial presentation of the data may confuse readers into thinking that those cable ratings were total U.S. ratings. Even though actual households in thousands were included in the article, we

feel it still did not paint a completely accurate picture for the readers.

**Peter Chrisanthopoulos**  
Network Television Association  
New York

## Write to EM

Write to "Viewpoint," ELECTRONIC MEDIA, 740 N. 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. Charts are discouraged.

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

## QUICK TAKES

### What are you planning for the February sweeps?



**Dean Wasson**  
program operations manager  
KOLR-TV (CBS)  
Springfield, Mo.

"We will be doing special features in our newscast and we're throwing a lot of on-air promotion support to our station's airing of the Winter Olympics."



**Dennis Thatcher**  
vice president and general manager  
WOIO-TV (Fox)  
Cleveland

"We celebrate black history month in February. I'm also going to have basketball on. We do have a very hot basketball team, the Cleveland Cavaliers. In this town that is going to be hot counter-programming in prime time because the team is very, very strong."



**Brad Streit**  
president and general manager  
KLTU (ABC)  
Tyler, Texas

"All our local special programming in in news. We're introducing teen reporters, an opportunity for youth to talk about subjects of importance to them. Also, we intend to report on how to survive in an uncertain economy."

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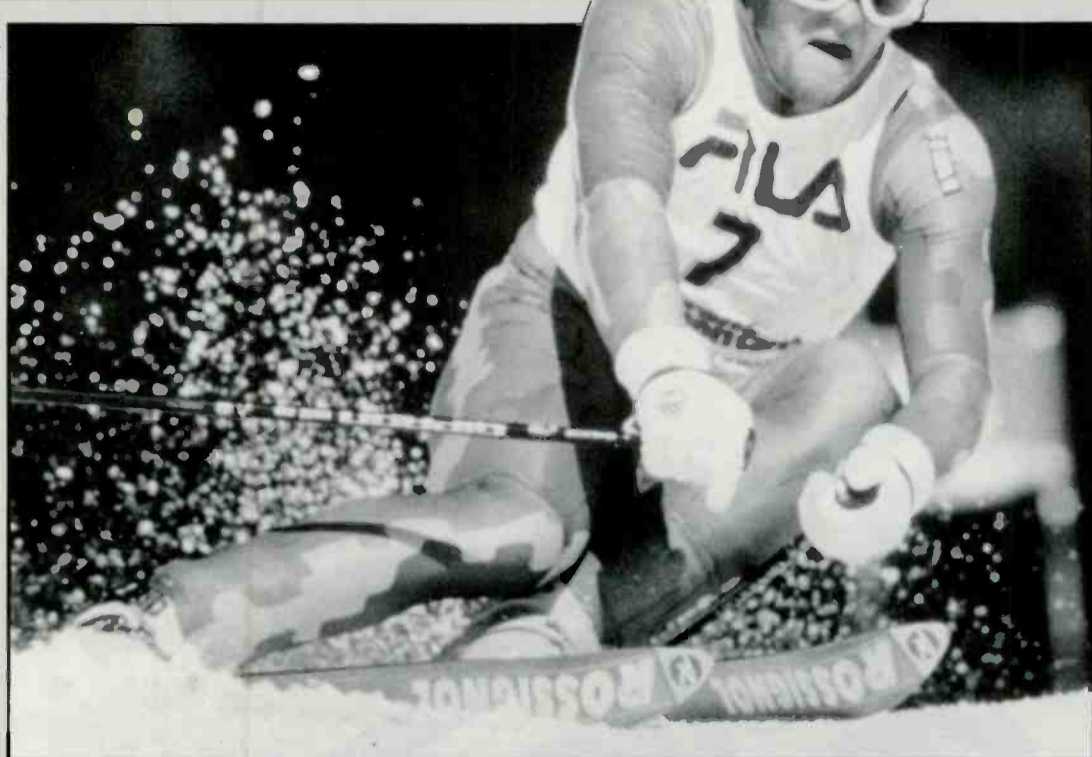
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CBS will use 24 cameras to cover the men's downhill event.

## Think downhill skiing's tricky? Try taping it

Frank Quitoni doesn't hesitate when asked to name the most difficult event to cover at the Winter Olympics.

"It's the downhill," says Mr. Quitoni, CBS Sports' director of operations for the Olympics. "Not just because it's big and exciting, but because a lot of TV sports directors are not used to covering the motion of a downhill."

While many sports focus on the action in a specific area, downhill skiing twists and snakes all over the hill, he says.

In other words, there's no one perfect vantage point—plus there's more than one competitor on the course at a time.

"When you do your downhill walk (to select camera positions), you ask yourself, 'Where's the best camera position in the house? Where's the 50-yard line?' There isn't any," says Mr. Quitoni.

"So you begin to pick out the 25 best positions."

A straight, head-on, long-lens approach isn't the solution, either.

"It compresses the background and foreground together so there's no feeling for the steepness of the hill," Mr. Quitoni says.

"You have to look for a wider-angle lens, with cameras closer to the course for the feel of what the skier is going through."

Mr. Quitoni's approach includes "putting cameras on the opposite side of the course for a better view, even if they're facing the sun. You want continuous coverage, you want to see where the stress point is on turning, how the skier meets the challenge of the course and its grooves, bumps and jumps."

A total of 24 cameras will cover the men's downhill event with an average of three microphones per camera to pick up the audible excitement of schussing at high speeds.

"There's lots of sub-mixing of audio," says Mr. Quitoni. "The audio guys are going to have a time keeping up with it."

Adds Michael Pearl, coordinating producer of the Olympics for CBS Sports, "There's no new technical equipment to make it (downhill) exciting. It's exciting enough as it is."

"If you went to Hollywood and asked a set designer for a mountain for James Bond to ski down, this is what they would build."#

—Christine Bunish

# CBS grapples with far-flung Games venues

By CHRISTINE BUNISH  
Special to ELECTRONIC MEDIA

For CBS, one of the biggest production problems in preparing for the XVI Olympic Winter Games has been the size of the event.

Encompassing 12 sites spread over 650 square miles of the French Savoy, the 1992 Albertville Winter Games are the most decentralized in history.

"There's no way to get people (from the venues) back to the broadcast center to try to edit something," says Frank Quitoni, CBS Sports' director of operations for the Olympics.

"It would take hours of drive time. Without any traffic, from Val d'Isere (the men's downhill site) to Moutiers would take you about an hour and a half. We had snow before Christmas, and it took almost five hours."

So when the network's 116 hours of Games programming starts this week, it will be coming from 12 different sites feeding coverage into CBS headquarters at the International Broadcast Center in Moutiers, France.

For example, for downhill skiing and figure skating, CBS set up portable *cabines* (French for cabins) that house extensive recording and editing facilities.

"The cabins are equivalent in technical power to any first-class editing room in a post-production facility, with Grass Valley 200 switchers, DVE, tape decks, Chyron Infinit," says Mr. Quitoni.

Other locations are served by less elaborate editing facilities in mobile trucks rented in Europe.

All on-site work, except for figure skating coverage, will be done in the European PAL

standard to augment the host Olympic Radio and Television Organization coverage; standards conversion is performed at the broadcast center, which is set up for NTSC.

Meanwhile, two years of technical planning and pre-construction went into the configuration of the CBS facilities at the broadcast center.

Mr. Quitoni says the challenge in setting up his production headquarters has been "building a user-friendly broadcast center with an operating system and staff that lets the production people sink their teeth into the Games and let their creative juices flow."

The electronic equipment racks were prewired and shipped to France ready for installation.

Five studio sets, designed by Hotopp Associates of New York, were constructed by National Scenery in Newington, Va., where they were camera-tested before shipment to the center.

"It's extremely cost-effective to move as much prefabricated systems as possible," Mr. Quitoni says.

"In France, we reinstalled the racks and wire harnesses and plugged in the rental equipment. Every system we tested here has worked; any minor hitches have been corrected in a couple of hours."

Instead of building two control rooms at the Moutiers broadcast center, CBS shipped two remote trucks, complete with their television production components, from the United States.

One wall was left off the broadcast center so the trucks could drive in.

All production areas are  
(Continued on Page 18)

# Computer, video standards hot topic at SMPTE

By RUSSELL SHAW  
Special to ELECTRONIC MEDIA

Paving the way for common standards between computer graphics and full-motion video will be the key topic at the Society of Motion Picture and Television Engineers' 26th annual Advanced Television and Electronic Imaging Conference.

An all-day session, "Computers for Video, Video for Computers," will be held Feb. 6, one day before the Feb. 7-8 TV conference opens at the St. Francis Hotel in San Francisco.

SMPTE program Chairman Peter

Hammar says the one-day tutorial was set up because the full-motion video and computer graphics industries don't know as much about the technical standards of the other as they need to.

"The path to the future is fraught with danger in that one side doesn't understand what the other side is doing," says Mr. Hammar, president of the video-compression firm Hammar Communications, San Carlos, Calif.

The two businesses are unfamiliar with each other largely because until digitalization, they didn't need to know about each other's fields, Mr. Hammar says.

One of the main areas video and computer graphics differ is in pixel shape and size, according to the conference's general arrangement chairman, John Carlson, president of Monaco Labs and Video, San Francisco.

"The base of the compatibility diffi-

culty is (lack of) standardization," Mr. Carlson says. "NTSC has grown up with one standard, while the computer standard has grown up in another direction because each computer manufacturer has thus far approached standardization individually."

Within the video and computer graphics worlds, there are several standards for pixels, the building blocks for images.

Pixel standards can call for rectangular, square, varied or rounded edges.

"If resolved, issues of pixel geometry would make all our lives a lot easier," says marketing consultant Craig Berkmaier of Progressive Products and Promotions, Gainesville, Fla.

Among the tutorial topics are "A Primer on Video-Computer Crossover Points," "Resolution and Image Quality Analysis," "Data Interchange and Distribution" and "Machine Control in Linear

and Nonlinear Editing."

The conference itself will feature 22 technical papers, many of which will further explore digital image exchange difficulties and solutions.

Conference keynote speaker Scott Ross, group vice president of Lucasfilm Art Entertainment Services, will discuss in a Feb. 7 address how his company bridged electronic-imaging gaps in such productions as "Terminator 2."

In addition, Mr. Berkmaier will discuss this dilemma during a Feb. 8 address.

Some 300 attendees are expected for the Thursday tutorial, with 500 registrants expected for the conference.

Mr. Berkmaier says he hopes the conference will encourage more computer/video cooperation.

"If we can get this digital highway evolving, there can be some logical standardization of points," he adds.#

## THE COMPUTER CIRCUIT

Dana Blankenhorn's column will appear next week.

# Local versions come to the rescue of CBS's '911'

International distributors selling U.S. programming are finding themselves with a wealth of reality series to push as a result of the genre's popularity in prime time.

But unlike selling fiction-based U.S. series or movies, which tend to appeal to international broadcasters because of their high production values and star power, reality series have been a hard sell.

Because they can simply imitate popular genres with their own local versions, international broadcasters have been slow to license the formats from U.S. distributors.

This posed a dilemma for Jim Warner, president of CBS Enterprises, as he worked to sell the network's "Rescue 911," one of the most popular prime-time reality shows in the U.S.

Mr. Warner met with resistance in some key European territories that weren't keen on airing the U.S. version of the show.

"Initially we had a difficult time distributing the show as it is," he says. "A number of clients were hesitant to become involved in broadcasting the

**Unlike selling fiction-based U.S. series or movies, reality series have been a hard sell.**

show."

What helped get sales rolling was signing a deal in France with broadcaster Antenne 2 and producer Sygma that allows them to make a local version, working from a base of U.S. segments while adding French stories.

As opposed to selling U.S. episodes outright or just licensing the format, the deal enabled CBS to tap into a source of European segments to make the show more appealing to other major territories there.

The program, launched last September as "La Nuit des Heroes," or "Night of the Heroes," has become popular as a 75-minute show airing at 8:45 p.m. on Saturdays.

"Antenne 2 has doubled their time period average," Mr. Warner says.

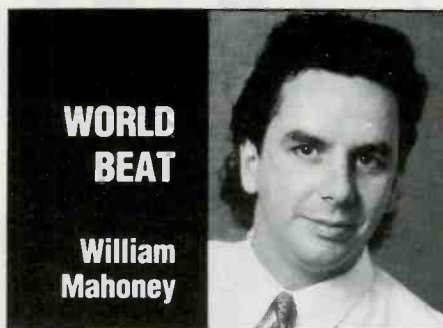
The CBS executive says Antenne 2's version of "Rescue 911," has eaten into the audience of the more dominant TF-1.

"It has eroded a substantial portion of their audience share," he says.

But, Mr. Warner adds, "it hasn't beaten TF-1's shows yet."

While the U.S. version had performed well in such countries as Holland, Denmark and Australia, Mr. Warner said the attention paid by the French broadcaster to the local version made the show a stronger success—and caught the eye of other European broadcasters.

"When it becomes a local



show, it gets superior time periods, it has more of a promotional push and it's more familiar to a local audience, so it does even better when it gets that kind of treatment," he says.

"The show has become extremely marketable now,"

says Mr. Warner. "We're now putting together a German production and an Italian production."

RTL Plus in Germany had licensed the U.S. version but then decided to produce a German version after the French version did so well.

RAI 3 in Italy also bought the rights to produce a local version last October at the MIPCOM market.

The series now has been licensed in about 45 countries, mainly deals to air the U.S. version, but Mr. Warner lists Spain and the United Kingdom as two other markets where he'd

most like to get local productions started.

"One of the things we can now offer to another broadcaster is not only the American segments, but the French, German and Italian segments," he says.

"It also becomes a source of programming for the American show and the American show can benefit from these satellite productions happening elsewhere around the world," he says.

That exchange gives European broadcasters and producers an unusual way to break into the U.S. prime-time schedule.

"That feeds back on itself,"

Mr. Warner says, "because, if international broadcasters feel that they have a good chance of getting materials on U.S. network television, they become more interested in launching this kind of show."

Mr. Warner says that CBS is considering similar efforts with other CBS series.

He cites the network's "Top Cops" as another series that could potentially spur locally produced European versions. #

*William Mahoney, Los Angeles bureau chief/inter-national editor, can be contacted by telephone at 213-651-3710 or by fax at 213-655-8157.*

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# CBS banking on Olympics payoff

(Continued from Page 1)

comment on ad sales or the financial prospects for this Olympics, but George Schweitzer, CBS senior vice president of marketing and communications, said CBS was on the verge of a sellout at original rates.

"We're on pace, and we anticipate a 100 percent sellout," he said.

"We are holding the prices on the Olympics spots at \$250,000 per unit, but you can also buy other dayparts along with it too."

He emphasized that CBS will not take Olympics-related write-offs, something CBS did when pro baseball revenues fell far short of projections in 1990 and 1991.

CBS's Olympics production cost is pegged at between \$100 million and \$120 million, putting CBS's total outlay for rights and production over \$350 million, sources say.

Turner Network Television, which is carrying the first cable Olympics coverage ever, paid CBS \$20 million for rights to 45 hours of weekday, daytime coverage.

TNT has about 60 technical and production personnel in Albertville and another 60 in Atlanta, and is expecting to rack up about \$6 million in production costs. That puts TNT's total expenditure at \$26 million.

As part of its rights agreement, TNT agreed to let CBS sell TNT's ad inventory. Due to CBS's selling troubles, TNT now expects to take about a \$14 million loss on the Olympics coverage, sources there say.

"We look at it as investment spending," says Kevin O'Malley, senior vice president of programming at Turner Sports.

"One of the *raison d'être* for TNT was for it to be a big-event network, and an event like the Olympics—which is almost uniquely identified with the prestige of international sports—is one that goes well with that strategy," says Mr. O'Malley.

With revenues now so tight, CBS has clamped down on its Olympics production entity, headed by CBS Sports Coordinating Producer Mike Pearl, to try to keep costs in line.

"We're just like any other production arm at any of the other networks in that we've had to be very, very careful about how we've budgeted our money and how we've spent it," Mr. Pearl says.

Mr. Pearl explains that "the signature" he hopes to impose on this Olympics is to give U.S. viewers a

"reason to care" about international athletes along with U.S. competitors.

To that end, CBS plans to devote extensive feature coverage to the Russian-led Commonwealth of Independent States team and a united German contingent, among other stories.

CBS Sports will have between 750



TNT will carry cable TV's first Olympics' coverage during the Winter Games.

and 800 technical and production personnel at work on this Olympics, which marks a slight increase over the size of the crew that ABC took to the 1988 Calgary Olympics.

That's due to the fact that this Olympics' 12 venues are farther apart than was the case in Calgary, Canada. Some competition sites this year are more than 35 miles from the central International Broadcast Center in Moutiers, France.

Though CBS has continued its "belt-tightening" measures, Mr. Pearl says that from a production standpoint, everyone involved in the project is "very satisfied."

CBS Sports' Mr. Pilson agrees.

"We have the right people in position, and I think we have sufficient equipment and manpower to cover all the venues," Mr. Pilson says.

"We think it's the best dramatic entertainment programming we could find for February, and I have a lot of confidence that these Olympics are going to make for good television," he adds.

Even so, the six-hour time difference

between France and the United States could play a major factor, especially in the production process, Mr. Pearl explains.

Approximately two-thirds—and all but a tiny amount of CBS's 52 hours of prime-time telecasts—will be available on a tape-delay basis rather than live.

ABC's 53½ hours of prime-time

somewhere around three or four in the morning," he said.

"By knowing the results and the material and how long all the segments run ahead of time, it will enable us to produce each night what we consider a well-balanced broadcast," Mr. Pearl says.

TNT, in showing live coverage each weekday afternoon, has the ability to televise results for the events that CBS will be covering later each night.

Nevertheless, Don McGuire, senior vice president and executive producer at Turner Sports and executive producer of TNT's Olympics coverage, says TNT will shy away from that practice unless the results have bearing on events TNT is carrying at that time.

"We don't feel like we're the network of record, and we will only do that as it integrates with our program," Mr. McGuire says.

In carrying the Olympics, prime-time leader CBS will have to pull its regular-series slate for all but 12 nights of the crucial February sweeps.

Even so, Peter Tortorici, executive vice president of programming at CBS Entertainment, argues the Olympics is a proven commodity and NBC, ABC and Fox Broadcasting Co.'s counterprogramming stunts will disrupt their regular-series slates as well.

"There's going to be viewer disruption no matter what," Mr. Tortorici says.

"If the viewer's habit is going to be disrupted, I'd much rather have the Olympics, which will provide the greater interest for the greatest number of viewers."

NBC has a number of female-oriented, made-for-TV movies and a double run of the theatrical "Kindergarten Cop" among its scheduling ploys for Nielsen Media Research's Feb. 6-to-March 4 sweeps.

Meanwhile, ABC expects to go hunting for viewers during specific CBS Olympics sports, scheduling male-oriented specials and theatricals against CBS's female-skewing figure skating competition, for example.

"We don't think people will be watching the entire Olympics on any given night and will, instead, be looking around to see what else is on," says Ted Harbert, ABC executive vice president of prime time.

FBC, meanwhile, plans to broadcast summer-themed episodes of its regular series during the week of Feb. 17 to 23, promoting the effort as the inaugural "Fox Summer Games." #

coverage of the 1988 Winter Olympics from Calgary averaged a 19.3 Nielsen Media Research rating (percentage of TV households) and a 30 share (percentage of sets in use), despite the U.S. team winning only six medals.

Ad industry sources credit the strong ABC showing largely because most of that coverage was live and U.S. viewers had no idea how U.S. athletes had fared.

Conversely, when ABC was forced to show the 1984 Winter Olympics from Sarajevo, Yugoslavia, on tape-delay and U.S. viewers were aware of U.S. team progress, ratings for those 42 hours of prime-time coverage were lower at 18.4/28.

Should the U.S. team fare poorly this time out, ad sources expect CBS's prime-time ratings for these Winter Games to fall below the 17 rating CBS guaranteed most advertisers.

As for the time difference, CBS's Mr. Pearl claims it could prove to be an advantage for the broadcast network.

"We will start taping the show and building it (the prime-time show) around 11 o'clock at night and finish

## Network grapples with far-flung Games venues

(Continued from Page 14)

linked by a PESA 144/184 matrix routing switcher that controls the flow of video and audio feeds throughout the remote venues, the center studios, control rooms and editing and graphics facilities.

According to Mr. Quitoni, CBS's coverage of the Games is not designed to be a proving ground for breakthrough technical devices.

"It's fashionable to think you build a broadcast center for Olympic coverage as a showcase for technology. We're using the most recent, state-of-the-art equipment, but it's tried-and-true hardware our operators and technicians are used to.

"They have to be comfortable with their working environment."

Adds Michael Pearl, coordinating

producer of the Olympics for CBS Sports: "It's the terrain, the beauty of the place that will make for the spectacular instead of the equipment."

Equipment on hand includes Sony D-2 VTRs, Sony and Grass Valley video switchers, Grass Valley terminal gear, Hitachi video cameras, Chyron Infinits, Quantel Paintboxes (one of which interfaces to a Harriet for on-site graphics) and a Quantel Picturebox still store.

Although the Winter Games may not be a major new-products showcase, it will spotlight several innovative items and systems.

For example, a new communications package, consisting of a McCurdy system coupled with a number of CBS-engineered hybrid systems allowing

two-way telephone communication, has replaced dedicated and expensive four-wire links.

Plus, several thumb-sized CCD cameras by Toshiba are expected to be used for spectacular point-of-view shots, including one camera that will be attached to a competitor's luge sled.

Meanwhile, CBS will use a personal computer-based system called The Big Remote, which is designed by Princeton, N.J.-based Nesbit Systems, to track its personnel, athletes' histories and statistics, and approximately 10,000 videotapes. The Big Remote will also coordinate communications between Albertville and New York.

"Our producers and announcers have the eyes and ears for the stories," says Mr. Pearl.

"It's not just a matter of Olympic events coverage. You're producing the events for TV, presenting and documenting them in an informative way."

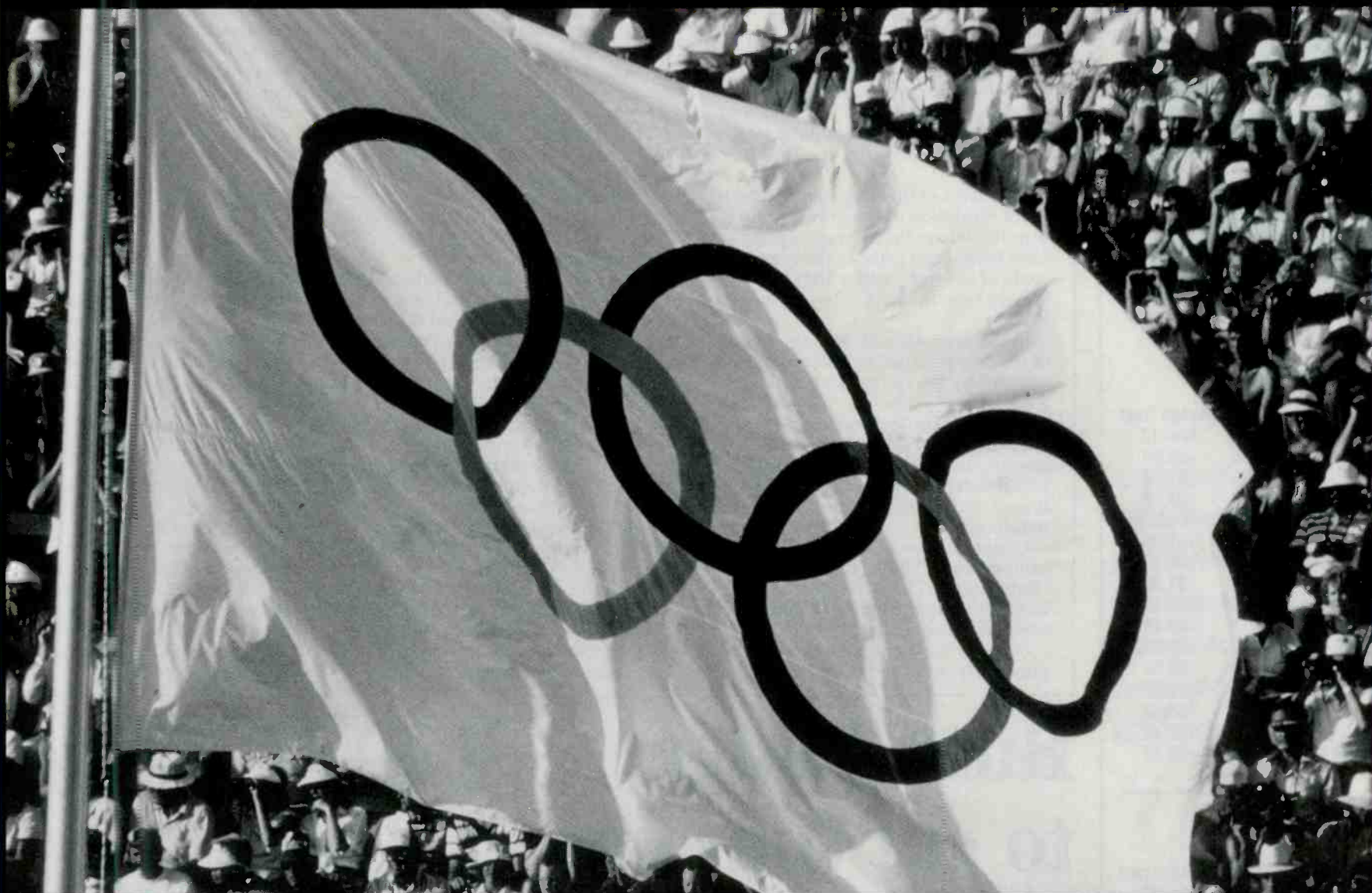
Based on CBS's Albertville experience, planning and technical construction has already begun for the XVII Winter Games in Lillehammer, Norway—only two years away with the new Olympic schedule.

The network's Moutiers setup will form the base of its IBC space already under construction in Norway.

"We know enough about what to do there to get some economy of scale," says Mr. Quitoni.

Pre-wired racks of equipment, studio sets and other gear will be stored in France for later shipment north. #

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**ELECTRONIC MEDIA stock index for week ended Jan. 24**



**Winners**

	Jan. 24	Change from Jan. 17
Matsushita	\$116.00	+\$5.50
Gannett	\$46.00	+\$1.38
Knight-Ridder	\$54.88	+\$1.38
Orion Pictures	\$3.75	+\$1.25
Pinelands	\$15.38	+\$1.25
Time Warner	\$92.75	+\$1.12
Zenith	\$9.12	+\$1.00
ATC	\$56.25	+\$0.75
Disney	\$133.12	+\$0.75
Times-Mirror	\$34.38	+\$0.50
King World	\$24.88	+\$0.38
A.H. Belo	\$35.88	+\$0.25
Pathe	\$2.25	+\$0.12
Home Shopping	\$5.38	+\$0.12
Scientific-Atlanta	\$17.75	+\$0.12

**Losers**

	Jan. 24	Change from Jan. 17
Media General	\$18.88	-\$0.12
Carolco	\$2.75	-\$0.25
Playboy	\$6.75	-\$0.25
Cablevision	\$34.50	-\$0.25
Paramount	\$41.00	-\$0.25
Comcast	\$16.25	-\$0.62
TCI	\$16.50	-\$0.62
News Corp.	\$21.88	-\$0.62
Adelphia	\$19.75	-\$0.75
Multimedia (s)	\$24.25	-\$0.75
McGraw Hill	\$59.75	-\$0.75
Century Comm.	\$11.50	-\$0.88
IteI	\$18.00	-\$1.00
General Electric	\$78.38	-\$1.12
Viacom	\$35.50	-\$1.25
Tribune	\$43.88	-\$1.38
Scripps Howard	\$40.00	-\$1.50
Jones Intercable	\$11.50	-\$1.75
TBS	\$24.12	-\$1.88
CBS	\$142.62	-\$5.88
Washington Post	\$197.50	-\$11.25
Cap Cities/ABC	\$435.00	-\$33.00

**Unchanged**

	Jan. 24
Clear Channel	\$14.00

(S) = stock split within last 52 weeks  
Note: Closing figures are price per share.  
Source: Nordby International

# Political ad rulings benefit public

In mid-December, the Federal Communications Commission issued a declaratory ruling asserting exclusive jurisdiction over legal actions alleging overcharging for political advertisements.

At the same time, the FCC agreed upon a comprehensive revision and clarification of its political broadcasting rules.

Both of these decisions, on balance, significantly further the public interest.

The more important of the two decisions was the commission's declaratory ruling concerning the "lowest-unit charge" and "comparable use" provisions of Section 315 (b) of the Communications Act.

This jurisdictional decision was issued by the commission in response to the pending lawsuits in Alabama and other states filed by candidates against broadcast stations after the 1990 elections.

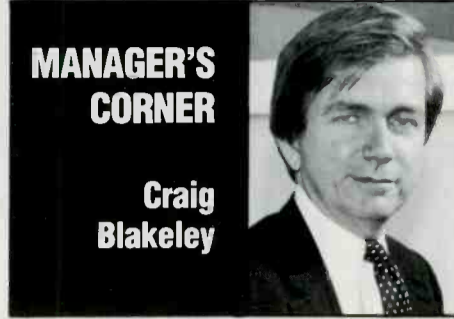
The effect of that decision will be to place resolution of the lowest unit rate disputes where they always should have been—and prior to the recent spate of lawsuits, where they had always been thought to be—before the FCC.

In this way, the uniform application of the new political broadcasting rules adopted by the commission will be ensured.

As part of its decision, the FCC also adopted new procedures to settle disputes between candidates and broadcasters over compliance with the lowest unit charge and comparable rate requirements.

Under the new procedures, candidates will have, under certain circumstances, limited rights to examine station records, including commercial contracts.

Because the commission had not previously indicated it was



**MANAGER'S CORNER**

**Craig Blakeley**

contemplating such a change, most parties that filed comments didn't discuss that issue.

I believe Commissioner James Quello was correct in suggesting, in a separate statement to the decision, that an opportunity for comments on that issue should have been provided.

Nevertheless, I do not believe that the procedures adopted by the FCC are fundamentally unfair either to candidates or broadcasters.

Thus, I do not favor reconsideration or review of the commission's jurisdictional decision.

However, I do expect and hope that the FCC will interpret and refine the procedures set forth in that decision as it applies to them in actual cases.

The new rules adopted by the FCC with respect to political advertising are also very significant.

These rules, which became effective on Jan. 4, clarify and codify many previous interpretations of the political broadcasting requirements issued by the FCC's political programming branch.

The commission has produced a decision that provides broadcasters with greater flexibility to design rates to meet the advertising market. At the same time, through relatively clear and specific disclosure requirements, the FCC protected candidate access to the preferred rates required by statute.

There are, nevertheless, some items in the new rules that should be reconsidered or clarified.

For example, the new rules specify that stations may sell fixed or non-pre-emptible time, provided that such time is offered on a bona fide basis to commercial advertisers and that there is no pre-emptible time offered by the station that is "functionally equivalent" to fixed or non-pre-emptible time.

The concept of "functional equivalence" is ambiguous and one that might benefit from some clarification.

In a similar vein, the commission's decision suggests that candidates may not be charged different rates for spots that run in overlapping dayparts unless those dayparts are "distinctly different."

As an example, the commission observes that radio dayparts of 6 a.m. to 3 p.m. and 6 a.m. to 9 a.m. are "distinctly different" while 6 a.m. to 9 a.m. and 6 a.m. to 10 a.m. are not.

I think that many radio broadcasters would disagree with the commission's conclusion; in any event, the basis for the conclusion is not clearly spelled out in the text of the decision.

Nevertheless, although these examples illustrate the need for some "fine-tuning" with respect to the new political broadcasting rules, the commission and its staff are to be congratulated for producing two intelligible, comprehensive and timely decisions on a matter of extraordinary importance as the nation embarks on the 1992 election year. #

*Craig Blakeley is a partner at Sidley & Austin in Washington, D.C. Mr. Blakeley serves as lead Washington counsel for the broadcasters in the Alabama and California political broadcasting cases.*

# Bush budget to cut funding for public TV

By **DOUG HALONEN**  
Washington bureau chief

WASHINGTON—Public broadcasters last week vowed to fight a proposal to eliminate funding for a \$23 million federal program aimed at improving public broadcasting facilities.

"We think the program is important to continue," said Nancy Neubauer, a spokeswoman for the America's Public Television Stations lobbying group.

In his official 1993 federal budget proposal released last week, President Bush charged that the program had already achieved much of its original goal of providing public broadcast coverage to unserved areas.

"Since over 95 percent of the United States currently receives public broadcast programming, funding for this grant program is not requested in 1993," the budget said.

Despite the tough economic climate, the president's budget recommends \$153.3 million for the Federal Communications Commission in fiscal 1993, up from \$126.3 million this year.

Nonetheless, FCC sources said much of the increase would be earmarked to meet the expenses of moving into a new headquarters building and upgrading technology.

Meanwhile, the administration recommended that Corporation for Public Broadcasting, which is funded two years in advance, be limited in 1995 to the same \$275 million it is earmarked to receive in 1994.

CPB funnels federal funds to public broadcast stations. #

# Disney revenues jump 30%

By **DIANE MERMIGAS**  
Financial editor

The success of "Beauty and the Beast" and "Fantasia" offset sluggish theme park attendance to boost The Walt Disney Co.'s first quarter revenues to record levels while aiding earnings, the company said last week.

Disney's latest performance is in stark contrast to the declining or flat revenues and earnings many Hollywood studios have been reporting and is the first time in more than a year that Disney has reported an increase in quarterly earnings.

It also was the first time in more than 25 years that quarterly revenues and profits from Disney's filmed entertainment operations surpassed those of its theme parks.

For the period ended Dec. 31, 1991, revenues rose 30 percent to \$1.94 billion from \$1.49 billion a year earlier.

Operating income for the

quarter rose 20 percent to \$368.6 million from \$307.7 million a year earlier.

Net income was up 22 percent to \$208.1 million (or \$1.56 per share) from \$170.4 million (or \$1.28 per share).

Filmed entertainment revenues rose 49 percent in the first quarter to a record \$965.8 million compared to \$646.5 million a year earlier.

Operating income for the filmed segment also reached record levels, up 81 percent to \$166.8 million from \$91.9 million the previous year.

The increases in the filmed entertainment segment, which includes the company's TV properties, were attributed in large part to the limited videocassette release of "Fantasia" and the box office success of "Beauty and the Beast," which soon is expected to become the first animated film to gross more than \$100 million.

Revenues for Disney's consumer products rose 39 percent. (Continued on Page 21)

## NEWS OF RECORD

The following are items released by the Federal Communications Commission from Jan. 20 to 29.

## TV station sales

**City and station:** Steamboat Springs, Colo., KSB-TV Channel 24.

**Seller:** Steamboat Broadcasting Systems, Steamboat Springs, Colo.

**Buyer:** F&I TV, Lawrence, Kan. Frederick Shaffer III, president and director.

**Price:** \$250,000.

**Notes of interest:** At the time of filing, Mr. Shaffer was owner of 100 percent of the shares and voting stock of Shaffer Broadcasting Systems, a Kansas corporation; licensee of KHUM, Ottawa, Kan.; has a license pending for transfer to American Broadcasting Systems, and is the brother to the three majority shareholders of American Broadcasting Systems.

**Date granted:** Jan. 15.

**City and station:** Minneapolis, KTMA-TV Channel 23.

**Seller:** Estate of KTMA Acquisition Corp., Debtor, St. Paul, Minn.

**Buyer:** Sonlight Television, St. Paul, Minn.

**Price:** \$3,300,000.

**Date granted:** Jan. 17.

**City and station:** Muskegon, Mich., WTLJ-TV Channel 54.

**Seller:** Video Mall Communications, Allendale, Mich. Marvin Sparks, president.

**Buyer:** Tri-State Christian TV, Marion, Ill. Garth Coonce, president and director.

**Price:** \$1,500,000.

**Date granted:** Jan. 15.

## Radio station sales

**City and station:** Oak Ridge, Tenn., WKNF 94.3 FM (1,820 watts).

**Seller:** Key Broadcasting Co. of Tennessee Inc., Oak Ridge, Tenn.

**Buyer:** Cardinal Communications Group, Philadelphia. Arthur Camiolo, president and director.

**Price:** \$950,000.

**Date granted:** Jan. 10.

**City and stations:** Hayden, Colo., KKM 1000 AM (10,000 watts); KKM 95.9 FM (63,100 watts).

**Seller:** D/B/A Radio Colorado NW, Hayden, Colo.

**Buyer:** Gardiner Broadcast Partners Ltd., Avon, Colo. Clifton Gardiner, president and director.

**Price:** \$275,000.

**Date granted:** Dec. 23.

**City and station:** Lake Charles, La., KAO 1400 AM (1,000 watts).

**Seller:** Trinity Communications, Lake Charles, La.

**Buyer:** Cajun American Broadcasting Co., Lake Charles, La. R.E. Payne, president and director.

**Price:** \$143,700.

**Date granted:** Jan. 9.

**City and station:** Charlotte, Mich., WNLF 1390 AM (5,000 watts).

**Seller:** Sharon Broadcasting Co., Chicago.

**Buyer:** ERC Media, Orange, Calif. Richard McIntosh, president and director.

**Price:** \$144,100.

**Date granted:** Jan. 9.

**City and station:** Albemarle, N.C., WXLX 1010 AM

(1,000 watts).

**Seller:** Stanly County Communications, Durham, N.C.

**Buyer:** Agape Faith Church, Clemmons, N.C. J.B. Whitfield, president and director.

**Price:** \$0.

**Date granted:** Jan. 9.

**City and station:** Auburn, N.Y., WAUB 1590 AM (500 watts daytime, 1,000 watts nighttime).

**Seller:** Auburn Cablevision, Auburn, N.Y.

**Buyer:** Morgan Media, Auburn, N.Y. Richard Morgan, president and director.

**Price:** \$120,000.

**Date granted:** Jan. 10.

**City and stations:** Plentywood, Mont., KATQ 1070 AM (5,000 watts); KATQ 100.1 FM (3,000).

**Seller:** Radio International-KATQ Inc., Plentywood, Mont.

**Buyer:** Radio International-KATQ Broadcast Association, Plentywood, Mont. Mary Nielsen, president and director.

**Price:** \$5,000.

**Date granted:** Jan. 13.

**City and station:** Pensacola, Fla., WHYM 610 AM (500 watts).

**Seller:** Jimmy Swaggart Ministries, Baton Rouge, La.

**Buyer:** Cathedral of Praise Ministries, Conyers, Ga. Franklin Walden, president and director.

**Price:** \$83,500.

**Date granted:** Jan. 15.

**City and stations:** Seaside, Ore., KSWB 840 AM (1,000 watts daytime, 500 watts nighttime); New 94.7 FM (3,000 watts).

**Seller:** Seaside Broadcasting Co., Seaside, Ore.

**Buyer:** Monte Corp., Seaside, Ore. Monte Clark, president and director.

**Price:** \$130,000.

**Date granted:** Jan. 15.

**City and stations:** Ottumwa, Iowa, KLEE 1480 AM (500 watts daytime, 333 watts nighttime); KOTM 97.7 FM (6,000 watts).

**Seller:** Kleeco Radio, Ottumwa, Iowa. Gary Johnson, president.

**Buyer:** FMC Broadcasting, Ottumwa, Iowa. Thomas Palen, president and director.

**Price:** \$400,000.

**Notes of interest:** At the time of filing, Beverly Palen was vice president/secretary of KLEECO Radio Inc., Ottumwa, Iowa, since 1979. Ms. Palen was appointed vice president/secretary of FMC Broadcasting Inc., a new corporation formed by Thomas Palen (100 percent stockholder) last October.

**Date granted:** Jan. 16.

**City and station:** Homerville, Ga., WBTV 105.5 FM (3,000 watts).

**Seller:** Southern BCG & Investment Co., Homerville, Ga. Berrien Sutton, president.

**Buyer:** James Strickland and Nancy Strickland, Dupont, Ga.

**Price:** \$102,915.23

**Date granted:** Jan. 16.

**City and station:** Nashville, Ill., WQHC 104.7 FM (3,000 watts).

**Seller:** ACD Ventures, Murphysboro, Ill.

**Buyer:** Dana Withers, Nashville, Tenn.

**Price:** \$60,000.

**Date granted:** Jan. 16.

**City and station:** Harri-man, Tenn., WLIQ 92.7 FM (1,250 watts).

**Seller:** Action Communications Enterprises, Harri-man, Tenn.

**Buyer:** W.O. Powers, Florence, S.C.

**Price:** \$1.

**Date granted:** Jan. 16.#

## Disney 1st quarter revenues up 30%

(Continued from Page 20)  
cent in the first quarter to \$308.4 million compared with \$222.2 million the prior year. Operating income for the segment was up 15 percent to \$88.7 million from \$77.1 million the previous year.

The strong demand for Disney films and related character merchandise helped to offset operations of the company's theme parks.

Although first quarter revenues for theme parks and resorts rose 6 percent to \$662.4 million from \$632.7 million in the prior year, the segment's operating income declined 18 percent to \$113.1 million from \$138.6 million the previous year.

A decrease in theme park at-



"Beauty and the Beast" receipts boosted Disney's first quarter.

tendance from the previous year's quarter and unusual costs associated with Walt Disney World's 20th anniversary cele-

bration contributed to lower operating results.

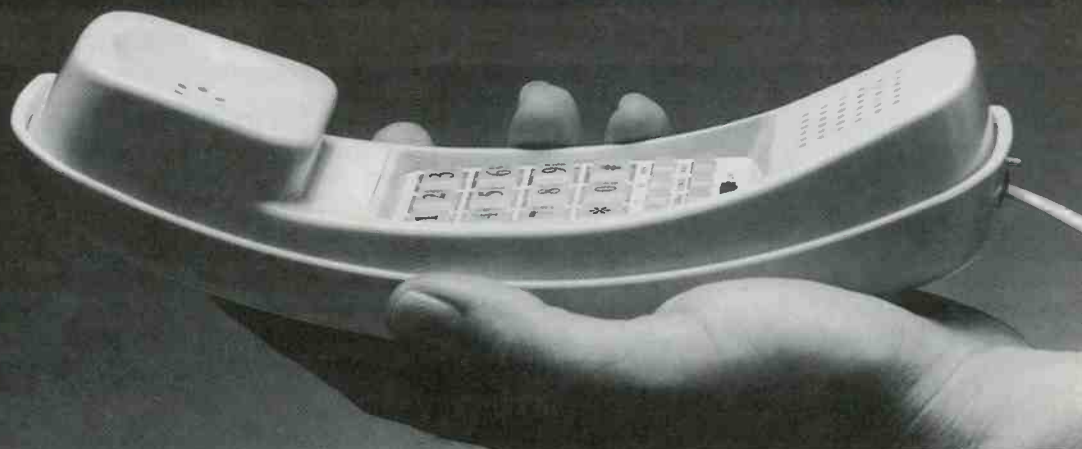
The company's first quarter revenue and earnings performance will be especially important in setting an upbeat tone for the studio's annual shareholders meeting Feb. 18 at Florida's Walt Disney World.

Wall Street analysts said last week that Disney's improved performance was expected and that the company is likely to declare a stock split soon.

Disney shares closed down 62.5 cents at \$132.50 on Jan. 27, although the latest quarterly earnings were announced that day after the stock market closed.

However, on Jan. 28 Disney stock closed up nine points.#

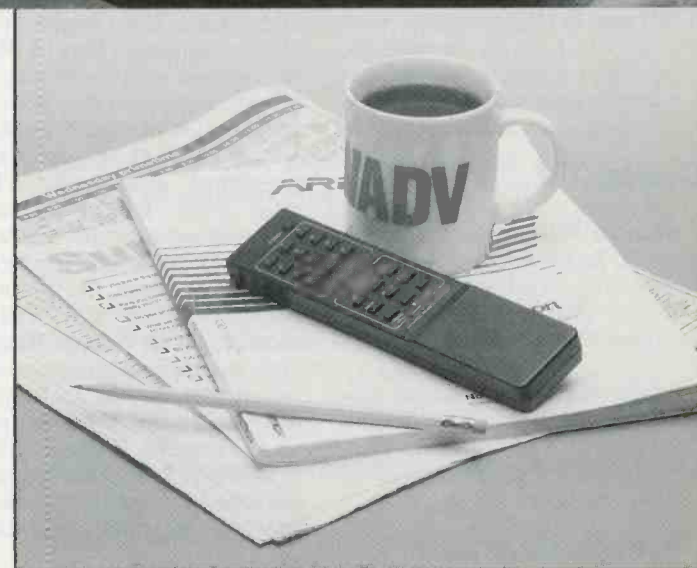
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## Fox picks up some ground at halftime

(Continued from Page 8)

Bowl between Chicago and New England, seen by 127 million viewers, attracted more.

Many would argue Washington's dominance was the major factor keeping ratings in check, but Fox Broadcasting Co.'s live "Doritos Zap-time/'In Living Color' Super Halftime" special appeared to have some impact, too.

As soon as CBS's first-half Super Bowl action ended, FBC aired a live version of the hit comedy "In Living Color" which superimposed an on-screen clock counting down the time until CBS's second-half action began.

During that time, roughly 21 million viewers left CBS's halftime for the FBC fare, according to Nielsen figures supplied by both networks,

with the CBS halftime averaging a 32.8/49 to "In Living Color's" No. 2 13.4/20.

"It was a window for them to have a huge captive audience and a perfect spot for the rebel network, and it worked," said Paul Schulman, president of New York media buyer Paul Schulman Co. He estimated FBC cost CBS about one rating point in second-half figures.

"This worked particularly well for them (FBC) because it was the right demographic target, plus, a lot of media treated this (strategy) as a news event," added Betsy Frank, Saatchi & Saatchi Advertising's senior vice president and director of TV information and new media.

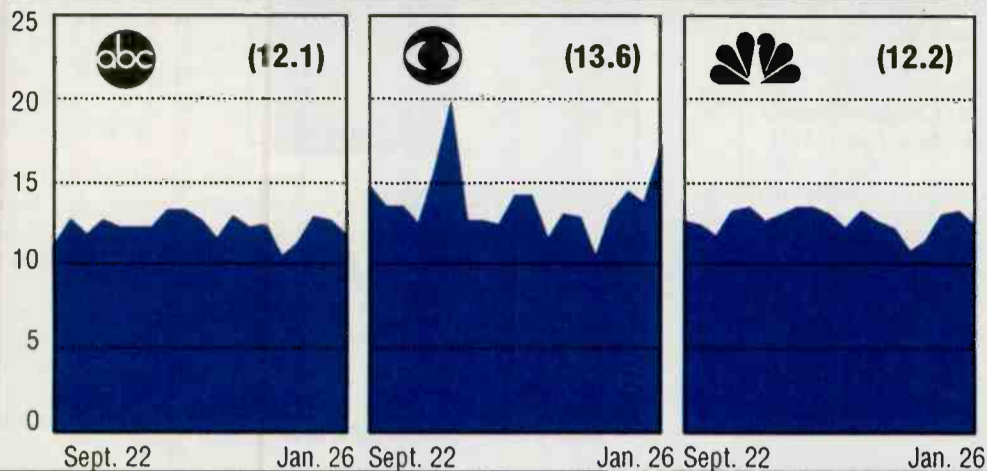
"They got promotional opportunities that they might not have otherwise."#

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### SEASON-TO-DATE RATINGS (AVERAGES)

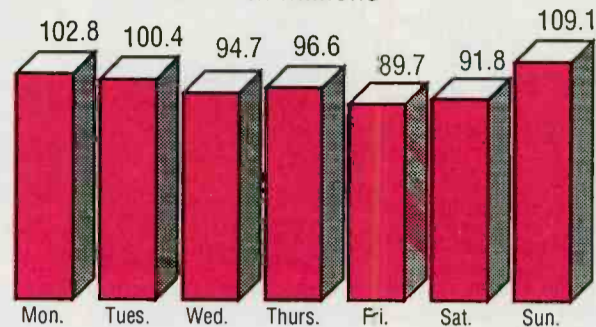
### WEEKS 1-19: SEPT. 16 THROUGH JAN. 26

#### NETWORK PRIME TIME



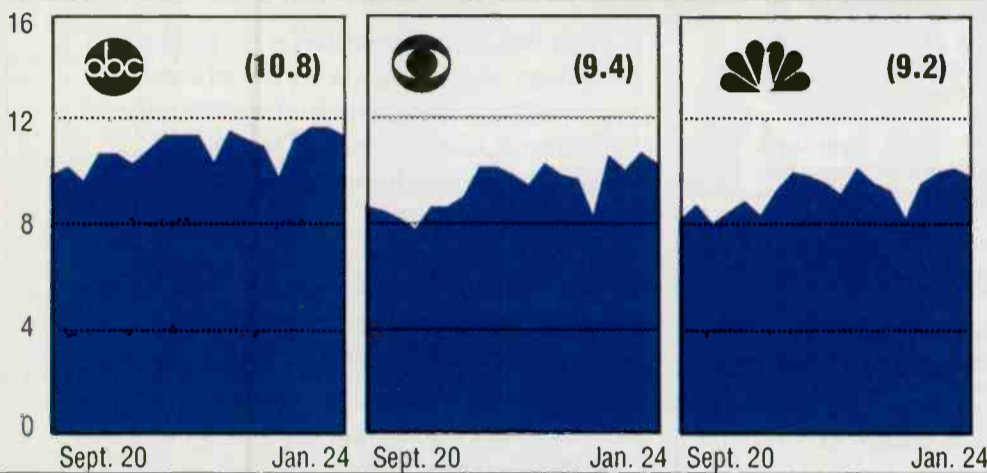
#### IN THE SPOTLIGHT

#### Viewers in prime time In millions

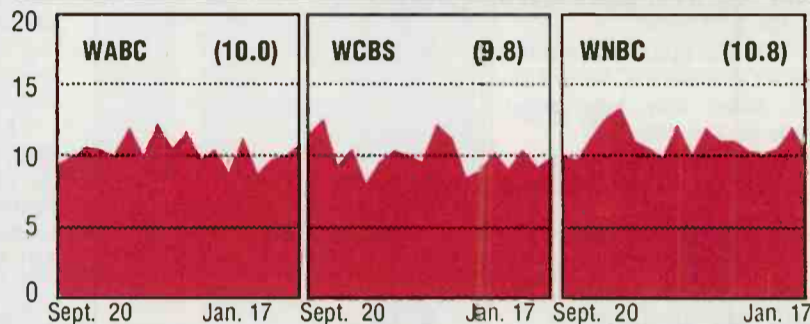


Source: Nielsen Media Research from November 1991 data

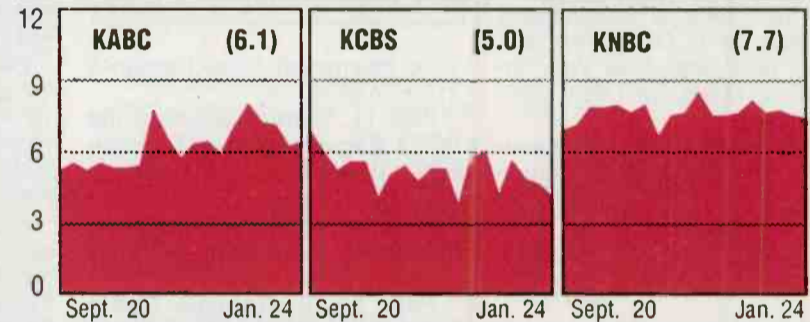
#### NETWORK EVENING NEWS



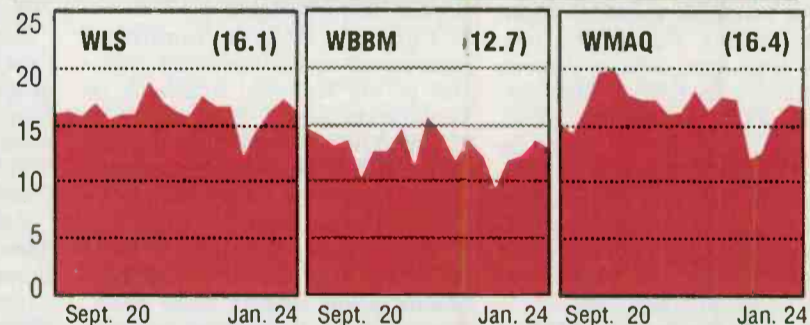
#### NEW YORK 11 P.M. NEWS



#### LOS ANGELES 11 P.M. NEWS



#### CHICAGO 10 P.M. NEWS



#### PRIME-TIME DEMOGRAPHICS FOR JAN. 20-26

##### Men 18-49

	Network	Rating/Share
1. Super Bowl XXVI	CBS	41.0/74
2. Super Bowl Pregame	CBS	32.0/70
3. Super Bowl Post	CBS	26.6/53
4. In Living Color Halftime	Fox	17.2/30
5. 60 Minutes	CBS	15.3/38
6. Roseanne	ABC	12.3/30
7. Home Improvement	ABC	11.7/28
8. 48 Hours, Sun.	CBS	11.6/33
9. Coach	ABC	11.3/28
10. Simpsons	Fox	11.0/2
11. Cheers	NBC	10.7/26
(t) Northern Exposure	CBS	10.7/26
13. Murphy Brown	CBS	10.5/24
14. NBC Monday Night Movies	NBC	10.4/24
15. Wings	NBC	9.3/23
16. Major Dad	CBS	9.0/21
17. Designing Women	CBS	8.9/20
18. Fresh Prince of Bel Air	NBC	8.8/23
19. American Detective	ABC	8.7/20
20. Cops 2	Fox	8.5/24

##### Women 18-49

	Network	Rating/Share
1. Super Bowl XXVI	CBS	30.3/59
2. Super Bowl Pregame	CBS	22.5/58
3. Super Bowl Post	CBS	20.6/43
4. Roseanne	ABC	18.5/39
5. Home Improvement	ABC	16.3/36
6. Coach	ABC	15.6/34
(t) Murphy Brown	CBS	15.6/32
8. A Different World	NBC	14.5/33
9. In Living Color Halftime	Fox	14.1/26
10. Designing Women	CBS	13.9/28
11. Northern Exposure	CBS	13.4/29
(t) 60 Minutes	CBS	13.4/33
13. Cheers	NBC	13.3/28
14. Major Dad	CBS	12.9/28
15. Full House	ABC	12.7/30
16. ABC Monday Night Movie	ABC	12.0/25
(t) Wings	NBC	12.0/25
18. The Cosby Show	NBC	11.6/28
19. Fresh Prince of Bel Air	NBC	11.5/26
20. 48 Hours, Sun.	CBS	11.0/32

#### SEASON-TO-DATE RATINGS/SHARES OF PRIME-TIME PROGRAMS FROM SEPT. 16 TO JAN. 24

1. 60 Minutes	CBS	21.4/35	31. In the Heat of the Night	NBC	13.3/21	(t) Tops Cops	CBS	11.2/18	91. Good and Evil	ABC	7.8/14
2. Roseanne	ABC	19.8/31	32. Golden Girls	NBC	13.2/24	62. NFL Post 2	NBC	11.0/18	(t) Pros and Cons	ABC	7.8/13
3. Murphy Brown	CBS	19.1/28	(t) Step by Step	ABC	13.2/23	63. Sisters	NBC	10.8/20	(t) Torkelsons	NBC	7.8/13
4. Cheers	NBC	18.2/28	34. Wonder Years	ABC	13.1/21	64. Sibs	ABC	10.5/17	94. Dear John	NBC	7.6/14
5. Designing Women	CBS	17.7/26	35. 48 Hours	CBS	12.9/23	65. Homefront	ABC	10.3/18	95. Cops	Fox	7.1/13
6. Full House	ABC	17.2/28	(t) Simpsons	Fox	12.9/21	66. I'll Fly Away	NBC	10.1/17	96. Flesh 'n' Blood	NBC	7.0/12
7. Coach	ABC	17.0/27	37. ABC Sunday Night Movie	ABC	12.8/20	(t) Royal Family	CBS	10.1/17	97. Young Riders	ABC	6.9/12
(t) Murder, She Wrote	CBS	17.0/26	38. Blossom	NBC	12.7/19	68. American Detective	ABC	10.0/16	98. Real Life With Jane Pauley	NBC	6.8/14
9. Major Dad	CBS	16.9/26	(t) NBC Sunday Night Movie	NBC	12.7/20	69. Anything But Love	ABC	9.8/16	99. Palace Guard	CBS	6.7/13
10. Home Improvement	ABC	16.8/26	(t) Night Court	NBC	12.7/20	70. MacGyver	ABC	9.6/16	100. All in the Family	CBS	6.6/12
(t) NFL Monday Night Football	ABC	16.8/28	41. Married With Children	Fox	12.6/19	(t) Teecch	CBS	9.6/16	(t) America's Most Wanted	Fox	6.6/12
12. Unsolved Mysteries	NBC	16.7/27	42. Columbo	ABC	12.5/19	72. CBS Saturday Movie	CBS	9.4/17	(t) Man of the People	NBC	6.6/10
13. Evening Shade	CBS	16.0/25	(t) Law and Order	NBC	12.5/21	73. Brooklyn Bridge	CBS	9.2/16	103. Exposé	NBC	6.5/12
14. A Different World	NBC	15.8/25	44. Matlock	NBC	12.4/22	(t) FBI: Untold Stories	ABC	9.2/14	104. Princesses	CBS	6.3/12
15. CBS Sunday Movie	CBS	15.6/25	45. CBS Tuesday Movie	CBS	12.3/20	75. Life Goes On	ABC	9.1/15	105. Parker Lewis	Fox	6.2/10
16. Northern Exposure	CBS	15.5/25	(t) Jake and the Fatman	CBS	12.3/20	(t) Roc	Fox	9.1/14	106. True Colors	Fox	6.1/10
17. The Cosby Show	NBC	15.4/25	(t) Knots Landing	CBS	12.3/21	(t) Trials of Rosie O'Neill	CBS	9.1/14	107. Adventures of Mark & Brian	NBC	5.9/10
18. Empty Nest	NBC	14.9/26	48. Seinfeld	NBC	12.2/19	78. Herman's Head	Fox	9.0/14	108. Eerie, Indiana	NBC	5.8/9
19. Wings	NBC	14.8/23	49. Street Stories	NBC	12.1/18	79. Drexell's Class	Fox	8.9/14	109. Fox Night at the Movies	Fox	5.6/8
20. Funniest Home Videos	ABC	14.7/22	50. Tequila and Bonetti	CBS	12.0/20	80. Carol Burnett Show	CBS	8.8/16	(t) Get a Life, Sun.	Fox	5.6/9
21. Fresh Prince of Bel Air	NBC	14.6/23	51. In Living Color	Fox	11.9/18	(t) Hearts Are Wild	CBS	8.8/16	111. Sunday Comics	Fox	5.0/8
22. NBC Monday Night Movies	NBC	14.5/22	52. Dinosaurs	ABC	11.8/20	(t) Hot Country Nights	NBC	8.8/13	112. Hidden Video	Fox	4.5/8
23. ABC Monday Night Movie	ABC	14.2/22	53. Davis Rules	CBS	11.7/18	83. Commish	ABC	8.6/16	(t) Ultimate Challenge	Fox	4.5/8
(t) Funniest People	NBC	14.2/21	(t) Perfect Strangers	ABC	11.7/20	84. Reasonable Doubts	NBC	8.4/16	114. Best of the Worst	Fox	4.4/8
25. 20/20	ABC	14.1/26	55. Prime Time Live	ABC	11.5/19	85. Civil Wars	ABC	8.3/14	115. Charlie Hoover, Sun.	Fox	4.3/7
26. L.A. Law	NBC	13.8/23	56. Walter and Emily	NBC	11.4/20	86. P.S.I. Luv U	CBS	8.2/15	(t) Totally Hidden Video	Fox	4.3/7
27. Family Matters	ABC	13.6/24	57. CBS Friday Movie	CBS	11.3/21	(t) Who's the Boss?	ABC	8.2/15	117. Charlie Hoover	Fox	4.1/7
28. Nurses	NBC	13.5/24	58. Baby Talk	ABC	11.2/20	88. Growing Pains	ABC	8.1/14	118. Get a Life	Fox	3.6/6
(t) Rescue: 911	CBS	13.5/22	(t) Beverly Hills, 90210	Fox	11.2/17	89. Pacific Station	NBC	8.0/13			
30. Doogie Howser, M.D.	ABC	13.4/21	(t) Quantum Leap	NBC	11.2/20	90. Cops 2	Fox	7.9/15			

Source: Nielsen Media Research



# GOOD SHOW!

For the eighth year in a row NATPE NEWS was a knock-out, and the credit belongs to all of you. To the sponsors, the stations and our suppliers,  
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**PROGRAMMING ASSISTANT** Part-time position. Excellent writing and proofing skills necessary. Copy writing skills preferred. Microsoft Word/PCTools experience required. Bachelor of Arts degree in Communications or English required. Send resume to: WYCC-TV/Channel 20, 226 West Jackson Blvd., Ste. 900, Chicago, IL 60606-6997. The City Colleges of Chicago is an Equal Opportunity and Affirmative Action Employer.

**GENERAL SALES MANAGER** Stuck in a job where you're not appreciated? Looking for a rewarding new challenge? There might be an opportunity for you in Tampa Bay - the 13th market and one of the country's most beautiful areas. If you're highly motivated with a track record of success in local and national sales management, this may be your perfect job. Top 25 market experience preferred. Send resume to: Dan Reynolds, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733.

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**UNIT MANAGER** for Programming Department of major market television station. Schedule all technicians and producers; maintain overtime budget; oversee equipment maintenance; set up trade deals with airlines and hotels for travel. Must be organized and very detail oriented. Send resume (no calls or tapes, please) to Susan Cohen-Dickler, KYW-TV Evening Magazine, Independence Mall East, Philadelphia, Pa. 19106. EOE M/F

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**GLASSBORO STATE COLLEGE**-Full-time, tenure track to teach basic courses in Radio/Audio Production and either basic TV or 16 mm Film Production, and one or more of the following areas: Media History, Advanced R/T/F Law and Regulation, R/T/F Writing, or R/T/F Marketing and Promotion. Ph.D., Ed.D. or M.F.A. in Radio/TV/Film, Mass Communications or related field. M.A. with significant experience considered. Must have college teaching experience, involvement in the Radio/TV/Film industry and/or scholarly research. Contact: Radio/TV/Film industry and/or scholarly research. Contact: Radio/TV/Film Search Committee, Communications Department, Glassboro State College, Glassboro, NJ 08028 by March 13, 1992.

**GENERAL SALES MANAGER:** Our GSM has been promoted to GM at our newest station and we are looking for a replacement. Strong career goals, hands on sales leadership, knowledge of research, skills in training, a desire for personal client contact, the ability to set goals and evaluate progress in reaching them, as well as basic people skills are the traits our new GSM will need. You'll also need to continue our productive station/rep relationship. First GSM position or experienced. Join a growing station in one of the Southeast's best living markets, Chattanooga. Resume and initial references to Mark Keown, VP/GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. WDEF-TV is a Park Communications Station and An Equal Opportunity Employer.

**WEEKEND WEATHERCASTER:** WABC-TV seeks an experienced weekend weathercaster/ three day a week science reporter. Ideal candidate has minimum of five years on air experience. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

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**CHIEF PHOTOGRAPHER:** Responsible for visual content of newscast. Will direct and critique photographers and editors to improve their work product. Must have high journalistic and personal standards and have the ability to understand and work with reporters and to develop and shoot best possible news stories. College degree preferred or equivalent experience. Minimum five years as news photographer, management experience a plus. Basic knowledge of BASYS required. Please apply to WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510. MUST PROVIDE RESUME AND 3/4" VIDEOTAPE OF WORK. Closing date for applications is February 11, 1992. EOE.

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**MEDIA RESEARCH ANALYSTS.** TV Network seeks degree . 2-3 years secondary (MRI, Nielsen, Simmons) research. Experience should be in (1) Cable/Syndication, (2) National Markets or (3) Local Markets. Strong presentation skills are essential. 25-30K. BENSON ASSOCIATES, 280 Madison Ave. NY, NY 10016. (212)-683-5962.

**ACCOUNT EXECUTIVE.** Group-owned CBS affiliate serving California Central Coast. Experience in developing new business essential. Mature, self-starter who can succeed in "Outside Office" environment has great potential. Resumes (include copies of best presentations) to Sales Manager, KCOY-TV, 1211 W. McCoy Lane, Santa Maria, CA 93455.

**MAINTENANCE ENGINEER** needed at San Antonio's fastest growing TV station. The position requires experience with High Power UHF Transmitters, 1" tape machines, Betacam, Betacam, and other studio equipment, SBE Certification preferred. Salary commensurate with experience. Send resume to KABB-TV, 520 N. Medina, S.A. TX 78207. KABB-TV is an Equal Opportunity Employer.

**Television (Graphic) Art Department:** Top 20 Network Affiliate Station seeks: SUPERVISOR OF ART DEPARTMENT, responsible for developing and producing all on-air and print promotion for station; NEWS GRAPHIC ARTIST; and PROMOTION GRAPHIC ARTIST. Artist positions require experience in use of ARTSTAR or comparable paintbox. Please send resume to: M&H, 8301 Greensboro Drive, #490, McLean, VA 22102.

**NEWS OPERATIONS MANAGER:** CBS affiliate, 19th market, seeking a person with strong technical, organization and leadership skills, with experience in all phases of video, microwave and satellite operations. Duties include quality control and troubleshooting in all phases of technical operation. Experience in management, budgeting and scheduling, and an expert visual communicator. Min. requirements BA in Communications or Journalism or equivalent, and 5 years news or news related experience. Plse. send resume and materials to Jan Allen, news director, KXTV, P.O. Box 10, Sacramento, CA 95812-0010. EOE.

**TV PRODUCTION MANAGER.** Still looking for a results driven, high energy manager who lives and breathes local-direct advertiser support, news, promotion and community involvement. Extensive TV production management experience required. Resume and work samples to Bob Allen, VP and GM, KCRG-TV, Cedar Rapids, Iowa, 52403. EOE.

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**WLEX-TV,** NBC affiliate in Lexington, seeks experienced News Director. Send resume to John Duvall, President & General Manager, P.O. Box 1457, Lexington, KY 40591. No phone calls. Women and minorities encouraged to apply.

**CROOK & CHASE** Associate Producer TNN's highly-rated country music news & entertainment program is expanding to a live, one-hour program. Person must be decisive, well-organized, a good writer, a good script editor with 3 years experience working on live, fast-paced telecasts. Experience in TV news & knowledge of country music entertainment industry is necessary. Send resume & tape to: Robert Gordon Jr., Oper. Manager, Jim Owens & Associates, 1525 McGavock St., Nashville, TN 37203. No phone calls accepted. M-F/EOE.

**ACCOUNT EXECUTIVE — WRBL-TV,** CBS affiliate is looking for creative, resourceful, enthusiastic, team member. Proof of past new business success and knowledge or research tools is extremely helpful. Immediate opening. Send resume to: General Sales Manager, Harvey Hutchinson, WRBL-TV P.O. Box 270, Columbus, GA 31994. 404-323-3333 or FAX - 404-327-6655. EOE.

## Help Wanted

**PRODUCER/DIRECTOR** Well-established national automotive agency. Still interested? So are we. Sharp audio/video/writing skills a must. Good communicator. Demo reel will be returned. Mid-level entry. Immediate. Send resumes to: ELECTRONIC MEDIA, Classifieds, Box #S-2, 740 N. Rush St., Chicago, Ill. 60611.

**PRODUCTION MANAGER** The 124th Market in the Southeast seeks creative person who works well with veteran production staff. College degree and a minimum of 3 years TV production and writing experience required. Should be proficient in 3/4" editing. Experience with paint box graphics system and live satellite productions helpful. Send resume/tape to: General Mgr. WCBI-TV, P.O. Box 271, Columbus, MS 39703. No Phone Calls. WCBI-TV encourages women & minorities to apply, EOE.

**GENERAL SALES MANAGER:** Very desirable small coastal market network affiliate needs top professional TV sales person with potential to grow. Candidates must have been a national rep and have lots of local experience. You must send resume, references, salary requirements and sales philosophy to be considered. All replies totally confidential. EOE. Send resumes to: ELECTRONIC MEDIA, Classifieds, P.O. Box #S-1, 740 N. Rush, Chicago, Ill. 60611.

**JOBS NATIONWIDE!** We're broadcasting's most diversified employment-listings consultant. Bigger and better for 1992! Send resume/demo tape/applicable material, and ask about our all new "Portfolio of Services." Media Marketing, P.O. Box 1476--PSE, Palm Harbor, FL 34682-1476. 813-786-3603 or FASTFAX: 813-787-5808.

**MAIN ANCHOR:** Experienced pro to complement female anchor. Reporting skills required. Great Midwestern living in growing market. Non-returnable tapes and resumes to: Ken Walker, news director, KSFY-TV, Suite 100, Sioux Falls, South Dakota, 57102.

**UPSTART INDEPENDENT SEEKS** upstart LSM. Sales background in Contests, Promotions & Local Direct a must. Strong Radio background a plus. Take a good staff and make them better. Send resume & stuff to J. Clifford Curley GM, WABM-TV, 517 Beacon Parkway West, Birmingham, AL 35209.

## Situations Wanted

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**LOOKING** for "fill in" or "part-time" work in TV. I am experienced in master control. Dade/Broward/Palm Beach, Florida (305) 791-2241 leave message.

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ELECTRONIC MEDIA

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## JOBS

### Broadcast TV

**WDEF-TV** in Chattanooga, Tenn., is seeking a **general sales manager** with hands-on leadership skills. Send resume and references to Mark Keown, vice president and general manager, WDEF-TV, 3300 Broad Street, Chattanooga, Tenn. 37408. Phone: 615-267-3392.

**KFVS-TV** in Cape Girardeau, Mo., is seeking to fill two positions:

**Promotions manager** with writing, shooting and editing skills. Experience, college degree required.

**Commercial producer/photographer** with writing, shooting and editing skills. Experience, college degree required.

Send resume to John Blim, operations manager, KFVS-TV, P.O. Box 100, Cape Girardeau, Mo. 63702. Phone 314-335-1212.

### Journalism

**KARE-TV** in Minneapolis is seeking an **assistant news director** with producing skills and news management experience. Send resume, a written summary of your news philosophy and a tape of a newscast from the week of Jan. 20 to Janet Mason, vice president, news, KARE-TV, 8811 Olson Memorial Highway, Minneapolis, Minn. 55427. Phone: 612-546-1111.

**KSPR-TV** in Springfield, Mo., is seeking a **prime-time anchor/reporter** with at least three years experience. Send resume and tapes to Jim Ware, news director, KSPR-TV, 1359 St. Louis St., Springfield, Mo. 65802. Phone: 417-831-1333.

**WEAR-TV** is seeking a **photojournalist** with at least 18 months deadline news photography and editing experience. Live experience a plus. Send resume, tapes and references to Keith Crook, chief photographer, WEAR-TV, 4990 Mobile Highway, Pensacola, Fla. 32506. Phone: 904-456-3333.

### Radio

**WHYY-FM** in Philadelphia is seeking a **producer** for weekly environmental affairs program. Please send your resume, letter and salary requirements to Maureen Pilla, personnel associate, WHYY-FM, Independence Mall West, 150 North Sixth St., Philadelphia, Pa. 19106. Phone: 215-351-1200.

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Intellectual **property/entertainment attorney** with award-winning, creative/production track record seeks a senior level management position with an organization appreciative of aggressive leadership. Contact Graham Carlton, 708-328-0400.#

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# Viacom finds financial strength from within

(Continued from Page 4)

high-yield debt.

At the same time, Viacom has secured and strengthened its capacity for doing deals.

On Jan. 27, Mr. Redstone announced that Viacom International, a wholly owned subsidiary of Viacom Inc., had revised its \$1.7 billion unsecured credit agreement by pushing back deadlines for costly principal payments and extending its credit limit by up to \$200 million.

A 17 percent annual operating cash flow growth projected through 1995, assuming that free cash flow is devoted to de-leveraging, should boost Viacom's earnings to more than \$390 million (or an estimated \$3.25 per share), according to Dennis Leibowitz of Donaldson, Lufkin & Jenrette.

Viacom's 1992 earnings are expected to be a more modest \$90.3 million, or 75 cents a share, on \$1.9 billion in total revenues.

**'We don't feel compelled right now to jump in anyplace, including Orion. We don't feel our future depends on it.'**

—Sumner Redstone, Viacom

But most analysts agree that in good times and bad, Mr. Redstone has positioned Viacom in the right place at the right time, doing all the right things.

A significant event at last month's annual National Association of Television Program Executives convention was the announcement that Viacom will distribute worldwide a new 90-minute talk show produced by NBC's owned TV station group called "Night Talk With Dr. David Viscott," beginning in September.

The new joint venture between NBC and Viacom may yield other syndicated program projects.

Viacom also is nurturing its own weekday strip talk series, "The Montel Williams Show," which is already cleared in 55 percent of the country and exceeding the company's ratings growth expectations.

Viacom Entertainment will continue generating \$300 million-plus annually syndicating such hit off-network series as "Roseanne" and "The Cosby Show," while contributing such originals as "Matlock," "Jake and the Fatman" and first-run made-for-TV movies to the broadcast networks' prime-time schedules.

Given the company's brisk program activity, Mr. Redstone says that acquiring useful film libraries under the right circumstances is an attractive, but not an imperative, option.

Like many other prospective buyers, Viacom has reviewed the financials of the assets of bankrupt Orion Pictures Corp.

The fact that such film libraries are ending up in the hands of lending banks "may create special acquisition

opportunities for companies like ours," Mr. Redstone said.

"I like the people at Orion. They have been important filmmakers. But, obviously, I'm glad we sold our Orion stock at around \$18 a share," Mr. Redstone said, referring to Orion's more dismal current \$2.50 per share.

The 1988 sale of his Orion stock to the studio's major shareholder, Metromedia, actually launched Viacom's de-leveraging process.

"We don't feel compelled right now to jump in anyplace, including Orion. We don't feel our future depends on it," Mr. Redstone said.

In fact, the 68-year-old billionaire says the appeal of acquiring an entire studio has cooled for him.

Still, with calculated caution, the Harvard Law School graduate who deciphered Japanese codes during World War II, says he does not discount any possibilities.

"I'm not saying we're involved in looking at a studio or a network right now. But we remain open to consider any macro as well as micro transactions," said Mr. Redstone, whose National Amusements Inc. controls more than 84 percent of the voting stock and 68 percent of the non-voting stock of Viacom Inc., a holding company for Viacom International and its subsidiaries.

And even if the right opportunity presents itself, "the escalation of our debt is extremely unlikely," he said. "Any major merger or acquisition deal would have to be accomplished through a stock swap or other non-leveraging means."

Although his Boston-based National Amusements is the nation's eighth-largest theater chain operator, Mr. Redstone said he believes the brightest future for entertainment and information lies in home television.

"The name of the game is software, and whoever has the programing will prevail," Mr. Redstone said.

"We view our company as essentially software driven."

Although Viacom will continue to be an opportunistic buyer of programs, the company's strength lies in internally generating programs tailored for its unique programing outlets, Mr. Redstone said.

Although pay services Showtime and The Movie Channel generate a lion's share of revenues now, Mr. Redstone says Viacom's financial future lies in the development of advertising-supported cable services such as MTV, Nickelodeon and VH-1, which are only beginning to realize their full marketing potential domestically and abroad.

Because of their strong, younger demographics and relatively low program costs, such services collectively could generate more than \$750 million by 1995, according to some analyst estimates, or nearly double last year's revenues.

Viacom's tentative plans to "multiplex" MTV into three stand-alone services by 1993 promises a maximizing of niche ratings and revenues.

(Continued on Page 29)

# The Clinton story: A case of malpractice

I've been a journalist for more than 25 years and with few exceptions I've been proud of my chosen profession.

Even when I was a cub reporter on a weekly in Danville, Va., I loved and respected journalism.

The money didn't exactly thrill me (journalism's a great place to work if your parents can afford to send you), but it didn't dampen my enthusiasm for reporting the news.

Journalists, I reasoned with a certain puffed-up evangelical zeal, had a higher calling than the masses of wage earners. It was akin to public service. Or religion, maybe. You know, searching for truth.

In other words, you're reading the words of a 47-year-old dyed-in-the-wool believer in journalism's value and importance.

Which is why the outrageous Bill Clinton sex story is so painful to me.

I know journalism well enough to know that the Clinton saga is journalism at its very worst, at its most irresponsible.

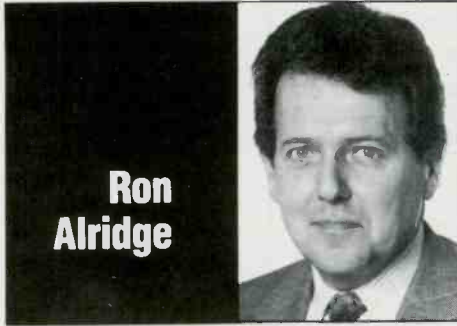
Sleaze. Trash. Sensationalism. Pack journalism. The labels fit.

And, to think, things looked so promising as the presidential election year dawned.

It looked as if the coverage was going to be different this time. Better debates. Longer sound bites. Coverage that was deeper, broader, more illuminating and independent.

And then along came Bill Clinton, Gennifer Flowers and The Star. A candidate, a woman with a story to sell, a trashy tabloid willing to pay.

Like a drunken sailor being picked



Ron Alridge

up by a streetwalker, the media took the bait as The Star's story hit the supermarket shelves.

Reporters and editors who ought to know better leaped to join a mindless, baying pack.

Along the way they rationalized, muttering things about the public's right to know, the importance of honesty, the fact that it was a story because others made it so.

It was a pack of lies from a pack of journalists; a plunge into the black canyon that is supposed to separate The Star from real news organizations.

As of this writing, it remains to be seen whether Mr. Clinton and/or his spunky and impressive wife, Hillary, will go over the cliff, too. We can only hope not.

Yes, I feel sorry for them. They had marital problems, but they didn't take the easy way out, didn't call in the lawyers and nail down a divorce.

Instead, they worked out their differences and saved their marriage. Now it has come back to haunt them.

As Hillary Clinton herself noted in a Newsweek interview, the irony is that

no one would care about Bill Clinton's extramarital sexual history had he been divorced years ago.

But the sorrow I feel for the Clintons is dwarfed by the remorse I feel for journalism.

There is no defending what the media did. They allowed their libidos to overpower their brains. And isn't that what Bill Clinton supposedly did? More irony.

No, this was not a legitimate story. Not by any stretch of the definition of good journalism.

Bill Clinton never made sexual fidelity a campaign issue, never held himself up as some self-righteous example of morality. Quite the contrary.

As for the honesty question, he went on "60 Minutes" and pretty well confessed—without going into graphic detail—that he had been unfaithful to his wife. Maybe even with Gennifer Flowers, though not quite the way she tells it.

And even if the public has a right to know about Bill Clinton's sex life (which it doesn't), it clearly lacks the interest. Polls show about 85 percent of the public doesn't think marital infidelity is an important political issue.

By the way, this may be explained in part by the fact that other surveys show that between half and three-quarters of all married people have extramarital sex at some time during their lives.

Finally, Bill Clinton's sex life is not an issue with Mrs. Bill Clinton, of all people.

So who *does* care? The media, that's who. And as we went to press they were refusing to let this textbook media story die.

If Bill Clinton's candidacy somehow manages to survive and he makes it to the White House, he won't be the only president with a scarlet A on his personal history.

Ike had his wartime lover, FDR a mistress and John Kennedy a stream of women so long as to give him the nickname "Mattress Jack."

Indeed, there were probably many more such examples, not to mention guys like Richard Nixon, who did it to the country instead.

I think the media realize they have malpracticed in probing Bill Clinton's sexual history. I think many in journalism know they have been stamped into lowering their standards.

That's why they are so self-conscious as they report the Clinton sex story. That's why the media coverage itself has become part of that story. Or non-story.

What the media need more than soul-searching is courage. The courage to defy the pack, to restrain themselves, to stand up to cowardly editors and producers who fear their competition more than they respect their profession.

Bill and Hillary Clinton probably feel anger, perhaps a little remorse, as they watch the media feed on their intensely personal story. As for me, I feel shame. #

Ron Alridge is publisher and editorial director of ELECTRONIC MEDIA.

## CABLE NOTES

**Turner sells 2 million shares:** The Associated Press reported that Ted Turner in December sold 2 million shares of common stock in Turner Broadcasting System to Tele-Communications Inc. and Time Warner for \$30.8 million, bringing TCI's share in

the company to 12.21 percent and Time Warner's to 10.39 percent. Mr. Turner retains a 56.2 percent interest in the media company.

**VCRs up, pay cable down:** Pay cable penetration in U.S.

TV households in November 1991 was 28.1 percent, according to Nielsen Media Research, a drop from 28.6 percent in November 1990. Videocassette recorder penetration in November 1991 was 73.3 percent, up from 70.2 percent the previous year.

**Jones second quarter results:** Jones Spacelink reported a net loss of \$1 million, or 1 cent a share, for the second quarter ended Nov. 30, compared with a net loss of \$1.3 million, or 2 cents a share, for the second quarter of 1991. Revenues for the quarter were \$32.2 million, up 9 percent over revenues of \$29.4 million for the same period last year.

**Century posts loss:** Century Communications reported a net loss of \$20.9 million, or 34 cents a share, for the second quarter ended Nov. 30, compared with a net loss of \$14.8 million, or 22 cents a share, for the same period last year. Revenues for the quarter were \$76.6 million, an increase from \$68.1 million a year before.

**USA to premiere 'First Business':** USA Network will premiere "First Business," a half-hour business newscast at 6:30 a.m. (ET) on April 6. The weekday show, hosted by Barton Eckert in Washington, will cover world, domestic, political and business news in addition to market summaries,

travel tips, weather and sports results. The series, produced by the United States Chamber of Commerce, was syndicated from 1989 to 1991.

**Monitor, Russian TV to co-produce documentaries:** The Monitor Channel, in a deal with Russian Ostankino TV, will co-produce three documentaries. The first, "Stalin: Man or Devil?" is expected to be shown early this year while the others will look at World War II and the Cold War.

**Nostalgia gets original 'Dragnet':** Nostalgia Television will add the original series "Dragnet" starring Jack Webb and Ben Alexander to its schedule at 11 p.m. (ET) in February. The series premiered on NBC in 1952 and Nostalgia will initially show the earliest episodes of the program.

**E! to cover Oscar nominations live:** E! Entertainment Television will telecast the Academy Award nominations live from the Motion Picture Academy in Los Angeles on Feb. 19 at 8:30 a.m. (ET). Critic Michael Medved will analyze the selections.

**Texaco underwriting Bravo:** Texaco has agreed to underwrite the "Texaco Performing Arts Showcase" on Bravo for 18 months. The agreement took effect on Feb. 1 and is the first of a limited

number of programs the cable channel will make available for corporate underwriting.

**Lifetime sets specials:** "Shattered Lullabies," a one-hour documentary to be hosted by Steven Spielberg and Kate Capshaw, will premiere on Lifetime on March 25 at 9 p.m. (ET). In addition, Linda Ellerbee is scheduled to write and co-host a one-hour documentary tentatively titled "Dangerous Propositions" to be telecast in June; "The Comedy Battle of the Sexes," the first of three comedy specials, will premiere on Feb. 11 at 10 p.m. (ET) hosted by Dr. Ruth Westheimer and George Hamilton; and Roseanne and Tom Arnold will host a two-hour comedy and music special to support Amnesty International, which will be taped in Los Angeles on March 8 and premiere on Lifetime in April.

**'Roots' repeat sets Family Channel record:** The Family Channel's telecast of the second episode of the miniseries "Roots" on Jan. 22 attracted 2.64 million homes, the highest number of viewers in the network's history. The program scored a 4.9 Nielsen Media Research rating in Family Channel homes, the channel's highest rating in seven years. The first episode of "Roots" ran Jan. 21 with a 4.5 rating, or 2.42 million households. #

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## Chase sets sales deal for WPTY

(Continued from Page 3)

TV in Wichita, Kan., and ABC affiliate WJRT-TV, Flint, Mich.

The three stations, which Mr. Lilly co-owns with the Boston-based venture capital group TA Associates, could collectively fetch more than \$50 million, industry experts estimate.

On another station front, Act III last week said it had broken off its negotiations with ABRY Communications for the sale of its eight FBC affiliates.

Sources close to the talks said problems arose in trying to assign equitable payment of cash, notes and other rights to Norman Lear, Prudential, and other major equity owners.

Act III officials also said that Mr. Lear is less interested in selling his 35 percent interest in the firm—something he announced more than a year ago.

Sources say Mr. Lear acknowledges that he probably can realize a better return on his investment if he waits to sell in a strengthening economy.

Act III officials say they would entertain other reasonable offers for their independent stations, but that they are not officially on the sales block. In fact, Act III may even acquire several additional independent outlets this year.

The acquisition of the Act III stations would have boosted the fortunes of ABRY, a growing new Boston-based group owner.

ABRY had offered at least \$50 million in addition to assuming some \$200 million in debt.

Sources say there remains a possibility that former Act III President Bertram Ellis is assembling investors to acquire the TV station group. #

## News organizations pool efforts to cover trials

(Continued from Page 3)

local independent to air ad-free gavel-to-gavel coverage of Mr. Dahmer's trial.

The three affiliates in the market were granted camera access to the courtroom, but instead they agreed to let basic cable's Courtroom Television Network operate one camera for its live telecast while CNN operates another for news coverage.

A third robotic camera is perched on the wall that separates Mr. Dahmer from the in-court audience.

The three views are then transmitted to a Court TV production truck at the courthouse.

From there, any TV station and cable network can pick up either all three feeds or the feed being sent by satellite to Court TV in New York.

Meanwhile, in Indianapolis, where cameras are not allowed in the courtroom, the media are covering the trial as a news event.

Court TV, which is partially owned by Time Warner, is using reports from co-owned Sports Illustrated.

But the cable channel with the largest presence in Indianapolis seems to be ESPN, which has two reporters at the trial to give live updates throughout the day as well as on daily installments of ESPN's "SportsCenter."

CNN, which telecast the William Ken-

nedy Smith trial live in December, has decided to cover the two proceedings as news events.

A CNN spokeswoman said the network feels the Dahmer trial is more "sensationalist" than cases that exemplify issues of national interest.

As for content in the live coverage of the Dahmer trial, Jill Geisler, news director at WITI in Milwaukee, came up with the idea of using a red bull's-eye to warn viewers of graphic or gory details while keeping the broadcast intact.

Court TV is telecasting live coverage with the channel's usual slight delay to bleep graphic audio and a mosaic wipe to block out grisly video.

Meanwhile, with Mr. Tyson's case, Court TV says it would have covered the rape trial live if cameras were allowed in the Indianapolis courtroom.

ESPN, however, felt it was necessary to have its own reporters on the scene.

"Our viewers expect us to do it now," said Steve Anderson, managing editor of ESPN. "We now have a history here after covering the Pete Rose trial."

"That single coverage changed the way people viewed ESPN and the way we viewed ourselves. Now we set the standard in TV sports news coverage."

ESPN's reports are also being made available to ABC affiliates through the network's News One service. #

## TV goes state of the art for Bush address

(Continued from Page 4)

swer questions posed during the show.

The show actually received 315,000 of those calls—"the maximum we could take," Mr. Lack said.

"We were stunned by the amount of calls made," he said. "Most of us thought, if we were lucky, that a couple of million people would call."

The toll-free 800 number was set up by Call Interactive, a joint venture of AT&T and American Express Information Services.

According to Nielsen Media Research, "America on the Line" came in second for the 10:19 p.m. (ET) to 11:19 p.m. time period, behind NBC's "Law and Order."

NBC scored an 11 rating (percentage of TV households) and 20 share (percentage of sets in use), while CBS posted a 10.1/18, and ABC's "Homefront," an 8.8/16.

Nielsen did not give ratings for the speech because it was aired commercial-free. But from 9 p.m. to 10 p.m.—the bulk of the address—Nielsen overnight averages in the 25 metered markets showed ABC with a 14.9/21, NBC a 12.6/1 and CBS an 11.8/17.

Meanwhile, C-SPAN's coverage ran from 6 p.m. to 2 a.m., and included call-in shows.

Basic cable network Comedy Central telecast the speech with analysis from a panel of comedians and comedy writers.

The network was originally told it could not acquire a feed of the speech, but reached an agreement after threatening lawsuits. #

## Bush plan seen as short-term relief

(Continued from Page 4)

chief investment strategist for Oppenheimer & Co.

Mr. Metz contends that President Bush presented nothing last week that would open a new wave of capital into the market.

"At best, the change in the capital-gains tax, if passed, could stimulate profit-taking and attracting new capital to

deals," Mr. Metz said.

President Bush last week said his measures would pump as much as \$25 billion into the economy within the next year.

The following are highlights of the president's proposals for big business, subject to revision by Congress:

- Many financial and media executives hailed the president's

proposal to lower the capital-gains tax to as little as 15.4 percent on the profits from the sale of assets held more than three years, compared to the existing capital gains tax rate of 28 percent.

- A proposed accelerated depreciation program, which would begin Feb. 1, 1992, would allow companies to take an ad-

ditional 15 percent off the cost of new equipment on this year's taxes and to pay less in taxes overall.

- The president also proposed tax credits and increased federal funding for research and development in such commercial technological areas as communications, computers and biotechnology. #

## CNN to expand global coverage

(Continued from Page 8)

the economic constraints," Mr. Jordan told a Jan. 29 news panel.

Meanwhile, in a poll of CNN World Report contributors conducted by Ohio University journalism professor Robert Stewart and released at this year's conference, the most frequent reason journalists gave for becoming a contributor was to tell others about news in their own country.

This point was displayed during a Jan. 27 panel, "Television's Role and Responsibility in Times of Conflict," which sparked a political debate between media representatives from the warring Yugoslavian provinces of Serbia and Croatia.

"In terms of how to use the

power of the media... our enemy has given us a lesson. During the war in Croatia, 25 journalists were killed, while not a single one died from the bullet of a Croatian rifle. They are killing journalists... to kill the truth," charged Antun Vrdoljak, general manager of Croatian Radio and TV.

Miodrag Ilic, director of Radio TV Serbia's international department, called the charges lies, saying the Serbs wanted a united Yugoslavia.

Said CNN President Tom Johnson, "The idea of world media being here from 92 countries—some of which in the past didn't talk to each other and even fought each other—(shows that) this has been a remarkable conference." #

## Viacom building financial future with own resources

(Continued from Page 27)

The promise of even greater growth lies in Viacom's acquisition last year of the 50 percent of MTV Europe it did not already own for \$65 million from the late Robert Maxwell.

The service attracts nearly 4 million European viewers daily, rendering \$25 million in annual ad revenues last year—or 10 percent of all Pan-European satellite and cable advertising, which is expected to swell to \$5 billion by the year 2000.

The universal appeal of rock 'n' roll—MTV International is already in 200 million TV households in 77 countries—and its appeal to major youth-targeted advertisers such as Pepsi and Wrangler, gives the service an unparalleled global potential.

Mr. Redstone says he sees the same developing potential in Nickelodeon, the largest producer of children's television programming that added three new ambitious animated ventures in the past year.

Viacom has invested more than \$40 million in original programming for Nickelodeon, and has launched a new marketing campaign that repositions it as "The No. 1 Network for Kids."

"It's not so much that the foreign markets have become more important than the domestic. It's simply that they offer more opportunity for

growth of existing services," Mr. Redstone said.

Consequently, Viacom has come to view MTV and Nickelodeon not just as cable channels but as franchises that eventually could spawn anything from recorded music, games and movies to books, toys, food and even concert tours.

"I bet my life on Viacom. It was the gamble of a lifetime, and the gamble paid off," Mr. Redstone said recently.

"Our investment of approximately \$500 million a little over four years ago has a discounted market value of approximately \$2.7 billion today.

"We have seen our revenues climb from about \$950 million in 1987 to approximately \$1.7 billion this year, and cash flow is escalating at an even greater pace," Mr. Redstone said.

If Mr. Redstone has learned anything in his 38 years as a theatrical screen exhibitor and the survivor of a devastating Boston hotel fire in 1979, it's that he will take nothing for granted.

"I don't like the words 'recession-proof,'" he says. "Let's just say we have a number of businesses that have thrived and that we expect will continue to thrive in a recessionary environment."

"We have to have a lot of things going simultaneously to assure that any one of them is going to turn out successfully." #

To: Division Vice Presidents  
Marketing Directors  
Government Affairs Directors  
State Managers  
System Managers

From: Bob Thomson

Date: January 28, 1992

Re: 1/27/92 WALL STREET JOURNAL ARTICLE

Following is TCI's response to yesterday's WSJ article which, as the cover letter to Senator Packwood states, contained numerous errors of fact, mischaracterizations and distortions.

Generally, the less said about the article, the better. We do not want to give it a longer life. However, if you would like to share the letter to Senator Packwood with your local officials should they mention the article, feel free to do so. If questioned by your local media, generally state that the article contained numerous errors of fact, mischaracterizations and distortions. If questioned about specific points, only respond with what is in the attachments to Packwood's letter concerning that specific point.

If questions continue, please refer the call to my office. Any additional questions you have, please call me, Lela Cocoros or Anne Draper.

As you will see, the letter to Senator Packwood deals more extensively with those issues that are likely to receive attention in Washington.

Dear Senator Packwood,

The article in today's Wall Street Journal about TCI contains numerous errors of fact, mischaracterizations and distortions. We are providing you corrections of the inaccuracies in this article, as well as relevant material that Johnnie Roberts, its author, did not include or downplayed in his story.

The Journal has been working on this story for eight months, during which TCI has provided extensive opportunity for Mr. Roberts to review relevant materials and meet with senior executives. Only during the last two weeks did he inquire about the 12-year-old Utah transactions. TCI provided substantial information on those transactions, but relevant portions were ignored.

TCI is an industry leader that has brought dramatic and largely favorable change in the important institution of television. Articles such as this, which highlight the few areas of controversy in a company's business while mostly ignoring the majority of its business that is conducted in peace, come with the territory. It is far preferable to live with such articles than to operate in a society where news organizations are broadly restricted in what they may publish. At the same time, however, we have an obligation to you and to ourselves to not let such inaccurate material stand unchallenged.

Robert N. Thomson, Senior VP  
Communications & Policy Planning

TCI reacted quickly to bad news last week with an in-house memo (left), as well as a letter to Sen. Bob Packwood (right).

## TCI disputes Journal's story

(Continued from Page 3)

the article," said Bob Thomson, senior vice president of communications and policy planning for TCI.

"There were selective omissions of information we provided that would have disputed its premise," he said.

However, TCI did not request any retractions or corrections from The Wall Street Journal.

"We don't choose to get involved in arguments with people who buy their ink by the ton and who have a dominant presence—a monopolistic presence—in the marketplace," said Mr. Thomson.

Journal editors say they stand by the story.

"We're very proud of the piece," said Paul Steiger, managing editor of the Journal. "The story is fair and accurate."

The same day the article ran, Mr. Thomson sent a letter defending TCI to Sen. Bob Packwood, R-Ore., who is a co-sponsor of an alternative bill to S.12.

The letter, obtained by ELECTRONIC MEDIA, disputes at least a dozen points made in the Journal article, and in many cases flatly denies points made by the

article.

For instance, TCI adamantly denies the charges concerning the Utah cable systems.

"We provided detailed factual descriptions of the assets involved in the transactions," said Mr. Thomson.

"Mr. Roberts (the article's author) failed to include that information and failed to let that impact his conclusion."

The Journal's Mr. Steiger defended the reporting.

"Any time one does a broad story with lots of interviews, different people will argue about what should be emphasized and what should be downplayed," he said.

Other sections of the article detail what it termed TCI's "hardball tactics" in Morganton, N.C., where it is fighting the city's attempt to build a cable system of its own, and discuss the cable company's excessive power in determining the fortunes of new programming services.

Oddly, while TCI defends its programming interests and its version of the events in Morganton at great length in its letter to Sen. Packwood, it devotes only one

paragraph to the allegations concerning the Utah system transactions—which was the primary focus of the Journal article.

"Our perception is that there is already substantial skepticism about The Wall Street Journal's account of the Utah transactions," said Mr. Thomson.

"It's really not necessary for us to address it in any more detail."

Securities lawyers contacted by EM last week declined to comment on the implications of the article because of possible conflicts of interest.

As is its policy, the Securities and Exchange Commission would not say whether it was planning to investigate the article's allegations.

Others in the cable industry were generally unwilling to talk about the article.

One exception was Jim O'Brien, president of Jones Intercable, who defended TCI.

"You never seem to get a positive slant from The Wall Street Journal," said Mr. O'Brien.

"They don't recognize the positive achievements of cable."#

## Journalists defend call on Clinton

(Continued from Page 3)

proof than what's been provided for in a supermarket tabloid, then the system is in bad shape, and the press really needs to take a look at this issue," Mr. Kroft said.

ABC, CBS, NBC and CNN began to cover the story when the allegations began to become a central issue in the Arkansas governor's campaign, Mr. Bruno says.

On Jan. 23, five days after The Star published Ms. Flowers' allegations, for which she was paid an undisclosed sum, Gov. Clinton agreed to, and then canceled, appearances on ABC's "PrimeTime Live" and "Nightline," Mr. Bruno said.

"Nightline" was then "stuck" for a topic, and focused on press coverage of the allegations, he said.

Gov. Clinton then canceled an appearance on "This Week With David Brinkley" in favor of "60 Minutes," Mr. Bruno said.

"We've got to cover what's happening in the campaign," he said.

Ms. Flowers' charges are not the focal point of ABC's coverage, but "this has become part of it, so we have to pay attention to it," said Mr. Bruno.

Mr. Kroft said "60 Minutes" agreed to the interview "because he (Gov. Clinton) said he wanted to talk."

And coming directly out of CBS's Super Bowl coverage, many TV viewers listened.

The special edition of "60 Minutes" was the third highest rated show of the week, earning a 20.9 rating (percentage of TV households) and a 34 share (percentage of sets in use) behind only the Super Bowl and post-game show.

"I certainly understand the criticism the press has gotten and the hostility some people felt towards the press when this story made the leap from a supermarket tabloid to the mainstream without substantiation," said Mr. Kroft.

NBC's Mr. Friedman said Gov. Clinton himself escalated the issue when he appeared on "60 Minutes."

Tom Hannon, political director and executive producer for political coverage for CNN, which says it delayed coverage of the story because it couldn't verify the allegations, says "the press' role is to make sense of it (the story) for our viewers."

Prior to his "60 Minutes" interview, Gov. Clinton was also talking to CNN about appearing on the network's "Newsmaker Saturday" with Ms. Flowers.

"At that point, with the governor about to raise the story in a nationwide TV interview, we felt we could no longer not report the story, and put it on Friday (Jan. 24) at noon," Mr. Hannon said.

Gov. Clinton then canceled his "Newsmaker Saturday" appearance, Mr. Hannon said.

Last Monday, Jan. 27, "dealing with a story that millions were now aware of," CNN executives decided they would carry live coverage of Ms. Flowers' news conference, "based on the fact that Clinton had raised the story to a higher level," said Mr. Hannon.

Officials for Gov. Clinton's campaign did not return calls.#

## Olympics shape plans for sweeps

(Continued from Page 3)

Should the Olympics perform well, the other networks will have only 10 non-Olympics days to try to catch up. Nielsen's February sweeps end March 4.

The Arbitron Co.'s sweeps, meanwhile, run Feb. 5 to March 3.

Some predict CBS could be hurt by the fact that events will be aired almost exclusively on tape-delay and viewers will already know the outcome of most events.

The other networks will also try to take advantage of scheduling opportunities against certain events, such as hockey and figure skating, that skew predominantly male and female, respectively.

"There's a big difference in the events, so if you put female-skewing shows against hockey, that's one thing, but if you put them up against figure skating... and ice dancing, they'll get

creamed," says Paul Schulman, president of the New York media buying firm Paul Schulman Co.

ABC will use that strategy with its mystery miniseries "Burden of Proof" set for Feb. 9 and 10, among other shows.

That network has loaded its post-Olympics slate with the made-for-TV movie "Crash Landing: The Rescue of Flight 232" on Feb. 24; the theatrical "When Harry Met Sally" on Feb. 26 and the two-hour premiere of "The Young Indiana Jones Chronicles" on March 1.

ABC also has "A Tribute to Muhammad Ali" on March 2 and "The Happy Days Reunion Special" on March 3.

NBC, on the other hand, has slated a double run of the theatrical "Kindergarten Cop" on Feb. 9 and 14 as well as the female-skewing, made-for-TV movies "In the Best Interest of the Children" on Feb.

16 and "Til Death Do Us Part" on Feb. 23, all during the Olympics.

NBC saved some of its own high-profile efforts until after the Olympics, too, such as a "seamless" Feb. 29 that will see common story lines and cross-over characters in "The Golden Girls," "Empty Nest" and "Nurses."

NBC also scheduled the two-part miniseries "Grass Roots" on Feb. 24 and 25.

Rather than try to avoid CBS's Winter Olympics, FBC will air summer-themed episodes of its regular series during the week of Feb. 17 to 23, promoting the effort as the "Fox Summer Games."

Fox Entertainment Group Executive Vice President Sandy Grushow downplayed the strategy's importance to the sweeps, saying that it's more a function of FBC's mandate to entertain viewers every week of the year.#

# Senate OKs crackdown on cable TV

(Continued from Page 1)

vowed to resume efforts to approve similar legislation.

"The provisions of S.12 will provide excellent points of departure," said Rep. Ed Markey, D-Mass.

The fact that S.12 received such overwhelming Senate support came somewhat as a surprise, particularly considering that the White House has threatened a veto.

The heavy vote for S.12 should signal the White House that there are apt to be the 67 Senate votes, if needed, to override a presidential veto.

Cable's Senate allies, led by Sen. Bob Packwood, R-Ore., offered a tamer re-regulatory substitute bill as an alternative.

But the lawmakers rejected the Packwood alternative 54-35, with some S.12 proponents arguing the substitute was an insincere effort to derail S.12.

"It (the substitute) is nothing more than an effort to pull a fast one on consumers," charged Sen. Daniel Inouye, D-Hawaii, one of S.12's original authors.

Countered Sen. John Kerry, D-Mass., a substitute supporter, "The substitute does regulate but it doesn't strangle."

Ironically, S.12's supporters shot down the substitute with the help of a leaked memo by the NCTA's Mr. Mooney.

In the memo at issue, Mr.

## S.12's major provisions

Allow regulation of cable rates. Under the measure, local governments could regulate a system's basic tier under FCC-set guidelines. If fewer than 30 percent of a cable operator's customers subscribe only to the basic tier, the rates for a higher tier could also be regulated. The FCC would be free to regulate even higher tiers, if the rates for those are unreasonably high.

Require the cable TV industry to make its programming available to competitors on fair terms. This provision is basically intended to prevent cable programmers from discriminating against cable's emerging competition, including direct-to-home satellites and perhaps even telephone companies.

Establish retransmission consent regulations. Under the regulations, broadcasters would be able to choose

between assured carriage rights on local cable TV systems or the right to charge cable systems for carrying their signals.

Limit the size of cable multiple system operators. Under the legislation, the FCC would be charged with coming up with regulations aimed at limiting how many subscribers an MSO may serve nationwide. The FCC would also be charged with limiting how many channels a cable system can devote to programming services in which the operator has an interest.

Require cable operators to police leased access channels for potentially offensive material. Under current law, cable operators are prohibited from censoring leased access channels. Under a new series of amendments adopted last week, operators would be required to censor the material. #

Mooney disclosed that both the association and the White House, while publicly signaling support for the substitute, would oppose it if approved.

"A vote for the substitute is a vote to preserve cable's monopoly," said Sen. Al Gore, D-Tenn.

One of the week's other ironies: Sen. Kerry, who was originally sponsoring the substitute, voted for S.12.

The cable TV legislation was

originally targeted for a final vote Wednesday, amid strong signs that cable was set to lose the S.12 battle decisively.

Sen. Packwood won one day's reprieve because his substitute was not ready.

On Thursday, he won yet another postponement, on grounds that a scratched eye prevented him from leading the attack on S.12 on the Senate floor.

On Friday, the votes for S.12

and the Packwood substitute were successfully scheduled.

Cable TV representatives have long charged that S.12's provisions are unnecessarily burdensome.

"They (S.12's provisions) are going to dramatically inhibit this industry," said Sen. Tim Wirth, D-Colo., on the Senate floor last week.

But S.12's proponents won with the argument that tough legislation is needed to cut cable down to size.

"We must not shirk our responsibility to protect consumers from cable's unbridled market power," said Sen. John Danforth, R-Mo.

Sen. Jesse Helms, R-N.C., led the charge on a series of indecency amendments, which were mainly aimed at stamping out off-color references on cable's leased access channels.

As it stands, cable TV operators are barred from censoring programs on access channels.

According to Sen. Helms, one result has been that many systems' access channels have become clogged with indecencies and other "disgusting" material.

But under a variety of amendments adopted last week, cable TV operators would have the right to bar "patently offensive" material altogether and could even be held liable for access channel obscenities.

Cable TV operators would also be required to consolidate all sexually explicit material on a single access channel that would be provided only to subscribers who specifically request it in writing.

While most of the other amendments approved were aimed at cable, some specifically targeted broadcasters.

One measure, sponsored by Sen. Strom Thurmond, R-S.C., urges, but doesn't require, broadcast networks and Hollywood to tone down the sexual content on broadcast programs.

Another, sponsored by Sens. Carl Levin, D-Mich., and Paul Simon, D-Ill., requests, but does not require, that broadcasters refrain from airing advertisements showing violence during "family viewing hours."

At the request of Sen. Howard Metzenbaum, D-Ohio, Sen. Inouye also agreed to amend the FCC's authorization legislation to permit the agency to order cable TV systems found to be charging excessive rates to give subscribers refunds.

Another amendment to S.12, taken from the Packwood substitute, telephone companies would be permitted to offer cable in unserved areas with fewer than 10,000 residents.

And one would bar local governments from issuing exclusive cable TV franchises. #

# 2 Paramount shows caught in syndex fight

(Continued from Page 1)

clusivity just for Southern California.

WGN's Dennis FitzSimons, president of Tribune Television, declined to address the WGN syndex issue, other than to say that securing a good show for the station was his top priority.

Depending on the show, he says, he sometimes insists on national rights and sometimes doesn't.

KCOP officials did not return calls.

Among other local stations that have signed already with Paramount for the shows, there was some surprise about the possibility they would not have

syndex protection.

For example, Mel House, program director at WLFL-TV in Raleigh, N.C., says he cleared the two new shows at the National Association of Television Program Executives convention.

Thinking back on the discussions, he says he's "sure" that Paramount had granted the station syndex protection.

"Syndex is important because it does mean exclusivity, and we will have it on this show," Mr. House said.

"I don't recall it being discussed but I feel certain it will be there."

His station, WLFL, is actually owned by Paramount itself.

Other station executives said they'd find the series less desirable without syndex protection.

Paramount has pitched the new hours twice to Mike Fisher, president and general manager at "Next Generation" incumbent KTXL-TV in Sacramento, Calif.

He said that while the topic of syndex protection has yet to come up, he would "absolutely" expect to be granted that right.

"If they're not, I'm not interested," Mr. Fisher says.

"Syndex is one of those things that I take for granted. If it's without syndex, I don't want the shows."

Melanie Gerig, program direc-

tor at WTIC-TV in Hartford, Conn., said she wasn't sure if syndex came up in preliminary discussions but she assumed that Paramount would be offering it because, in the past, the distributor's been "very good about syndex."

On the other hand, at KCPQ-TV in Seattle, one of the first stations to clear the shows at the recent Association of Independent Television Stations convention, General Manager Roger Ottenbach said he knew he wouldn't be getting syndex because Paramount was in talks with the Tribune stations.

"Some of those are on cable, so there's the problem," he said,

although he added that, should the WGN deal fall apart, KCPQ would expect to be granted syndex.

Adding to the conflict in Chicago is the fact that WPWR-TV, a WGN competitor, is the current "Next Generation" incumbent in Chicago.

WPWR General Manager Al Devaney told ELECTRONIC MEDIA that he lost out in the bidding, and that Paramount informed him that NATPE that the shows were going to WGN.

"That's what I've been told," he said, declining to elaborate. "I don't want to fight my battle with them in the press, frankly." #

# King World, KRON-TV square off

(Continued from Page 2)

through September 1992.

"If King World licenses those shows to any other station in this market prior to September, we would view that act as a breach of our contract," she said.

"We will take whatever steps may be necessary to protect and enforce our rights."

The syndicator/station battle could have a domino effect on the whole move to an earlier prime time on the West Coast.

Sources say KSBW-TV, the NBC affiliate in Salinas, Calif., is now having second thoughts about moving to early prime on Feb. 8 because it also airs "Wheel" at 7 p.m. and "Jeopardy" at 7:30 p.m.

KSBW executives did not return calls at press time.

At the same time, the KGO agreement with King World means the station will have to move Paramount Domestic Television's "Entertainment Tonight" to midnight.

## CPT outlines first-run project

Columbia Pictures Television announced at the recent NATPE convention that it's getting back into the first-run business with a new weekly half-hour called "Beakman's World." The live-action series is designed to educate children and teens about science, the environment and other issues.

CPT is offering 26 episodes on

That move, sources said last week, has Paramount executives "keyed up."

"There has been an uproar here the past few days," said a station executive familiar with the market who asked to remain unidentified. #

a cash-plus-barter basis and is retaining one minute of national time. The fall series marks CPT's first foray into first-run since "Ruckus" was canceled last year.

The new show is based on the Universal Press Syndicate comic "You Can With Beakman," which runs in more than 100 newspapers. #

## AT PRESS TIME CONTINUED

officer and criminology instructor, was arrested in Denver, where he moved after his wife, Diane Newton King, was shot in Marshall, Mich. She had been the morning anchor at WUHQ-TV, Battle Creek.

● LOS ANGELES—Going after ABC's young-skewing Friday slate, CBS has slotted "Scorch" and "Fish Police" at 8 p.m. (ET) and 8:30, respectively, starting Feb. 28.

● LOS ANGELES—MCA TV has cleared "Kitty Kelley" on WHDH-TV in Boston, WXIA-TV in Atlanta, WPXI-TV in Pittsburgh and WPRI-TV in Providence, R.I. Meanwhile, Multimedia Entertainment's "Rush Limbaugh" has cleared WWOR-TV, New York, for prime time or late fringe.

● NEW YORK—Former CBS News President Fred Friendly suffered a stroke Jan. 23 and is recovering at New York Hospital, it was announced late last week.

● LOS ANGELES—Angela Lansbury has agreed to return to CBS's "Murder, She Wrote" for a ninth season. #



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