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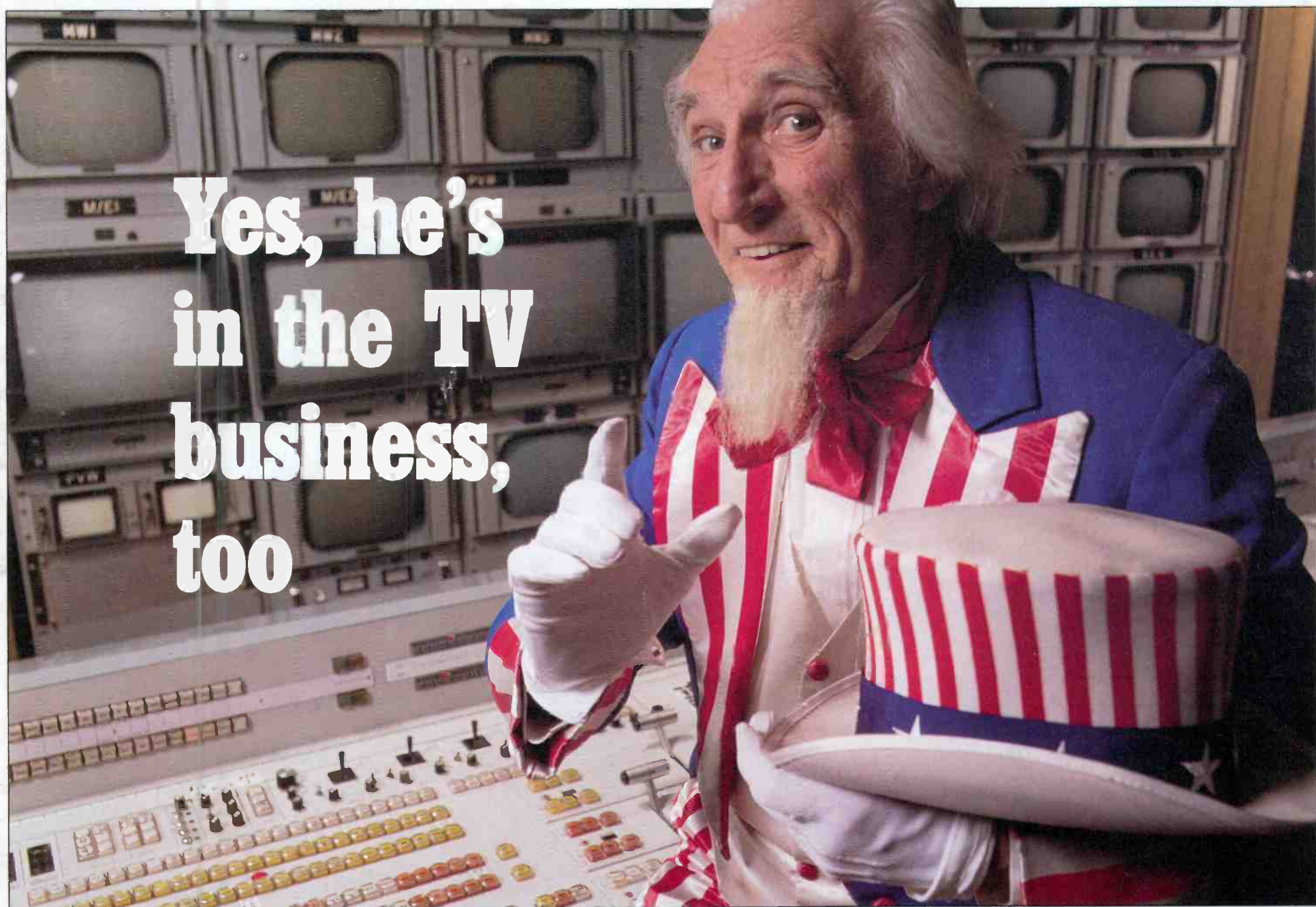
# Electronic Media

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OCTOBER 16, 1989



Yes, he's  
in the TV  
business,  
too

By LAURA MALT  
 Staff reporter

WASHINGTON—Think of Uncle Sam and you're likely to think of a World War II recruiting poster or perhaps an ad for the U.S. Postal Service or even the dreaded Internal Revenue Service. Less likely to come to mind is the image of a broadcast network executive.

Yet the red, white and blue-clad symbol of the government of the United States belongs just as much alongside the gray-flannel likes of Tom Murphy, Larry Tisch and Bob Wright as it does on a post office billboard.

Uncle Sam, you see, is up to his whiskers in broadcasting as operator of an international television and radio network.

There's no denying that the Pentagon-operated network, called the Armed Forces Radio and Television Service, or AFRTS, is neither as well-known nor as succinctly abbreviated as Mr. Murphy's ABC, Mr. Tisch's CBS and Mr. Wright's NBC. But with regular viewers and listeners in more than 70 countries and a place in the memories of countless GIs who have served overseas, AFRTS is no minor league operation.

With more than a little support from the U.S. television  
*(Continued on Page 16)*



# Introducing The Challengers

## The First Late-Breaking Game Show.

Premiering Fall 1990, THE CHALLENGERS becomes TV's first topical game show with questions right out of today's top news stories.

### 52 Weeks of First-Run Programming

THE CHALLENGERS stays on top of current events, keeping the shows fresh and involving. **And 52 weeks of programming means no repeats - ever.**

### Innovative Approach to a Classic Q&A Format

THE CHALLENGERS features the proven appeal of a hard Q&A game show and more: timely questions, strategy, huge cash jackpots and a classy, contemporary style.

### News Compatibility

Topicality gives THE CHALLENGERS the perfect flow for news adjacency. Its entertainment value and strong male appeal means it can dominate any daypart.

### Long-Term Franchise

Take the longevity of a hard Q&A show, add the element of topicality and subtract the repeats of other game shows, and you've got a top programming value for years to come.

### Hosted by Dick Clark

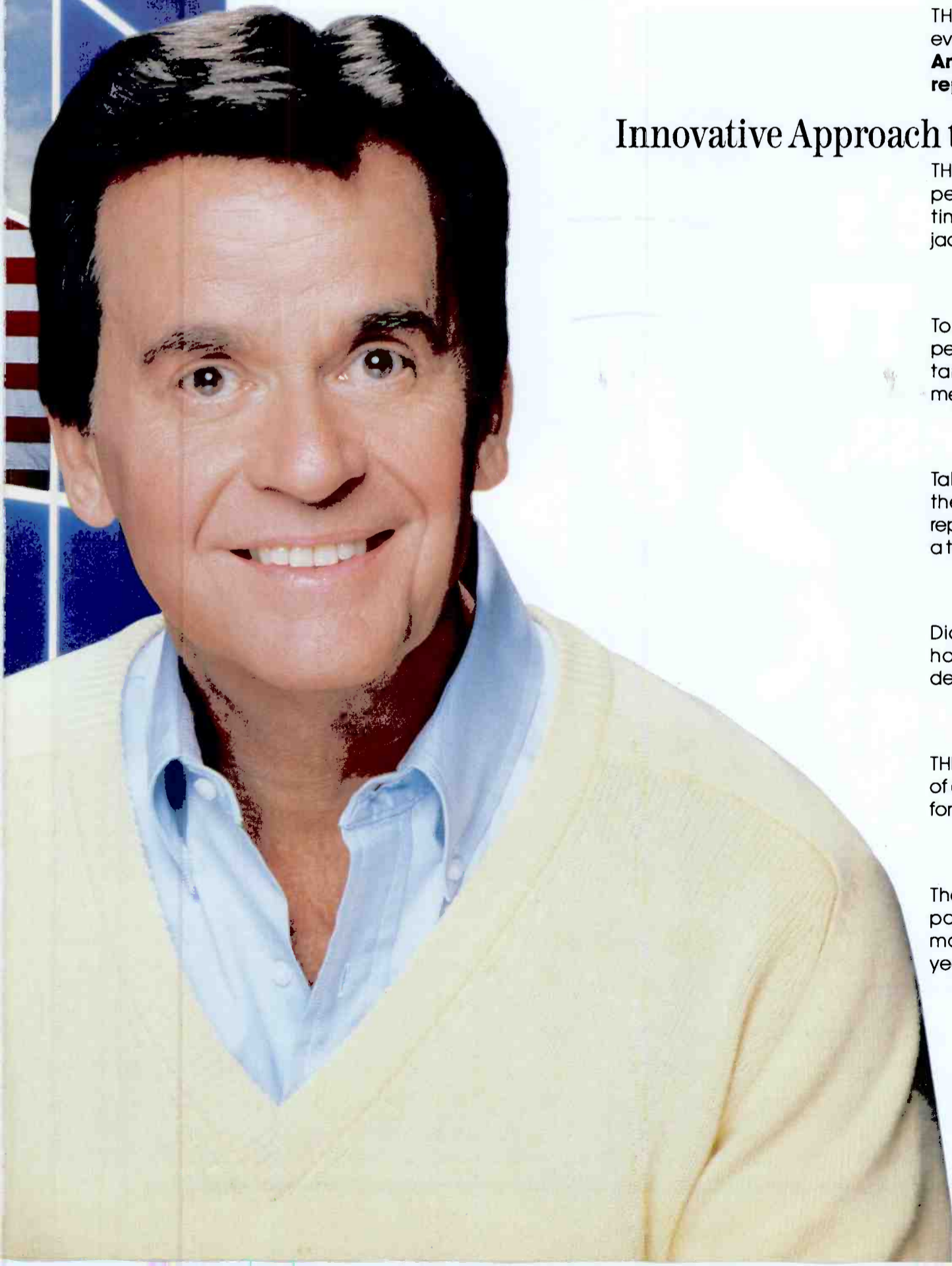
Dick Clark, the most popular game show host, brings audience appeal across all demographics.

### Advertiser Friendly

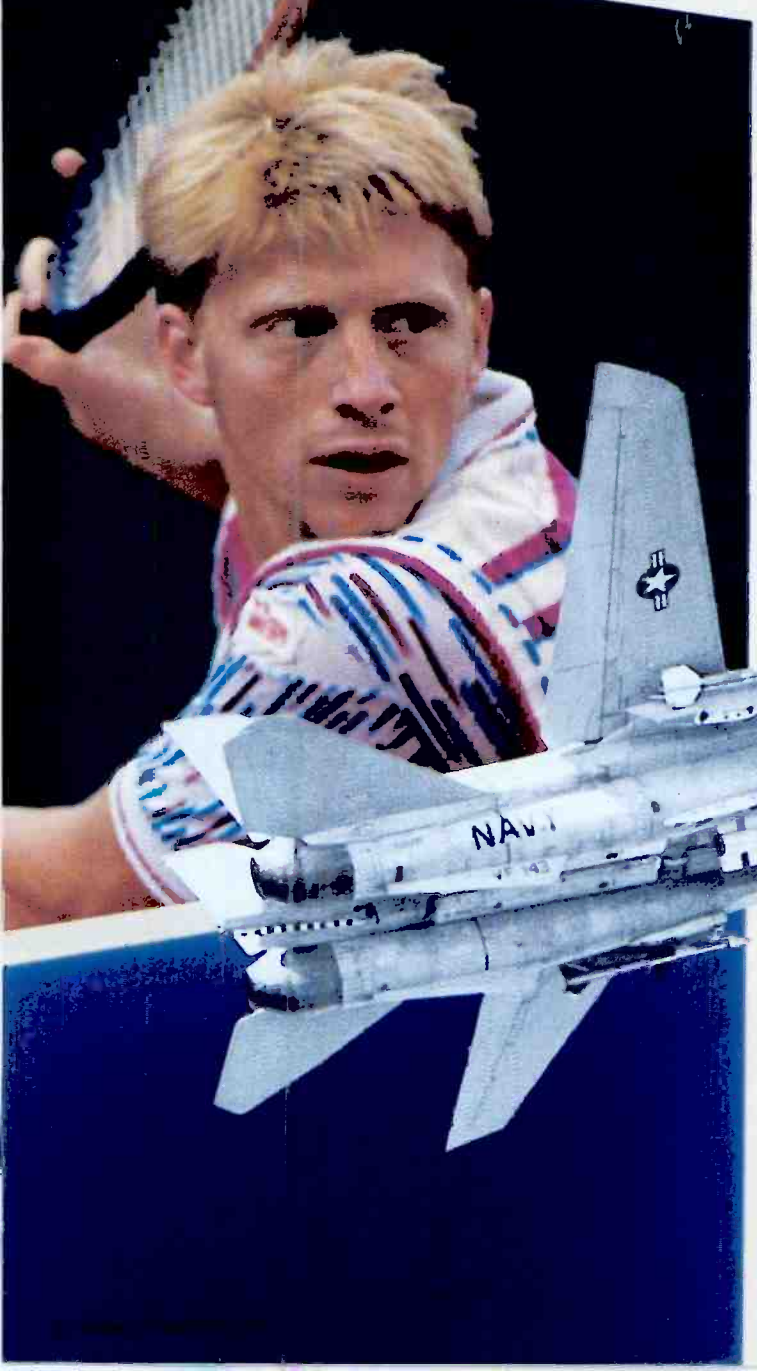
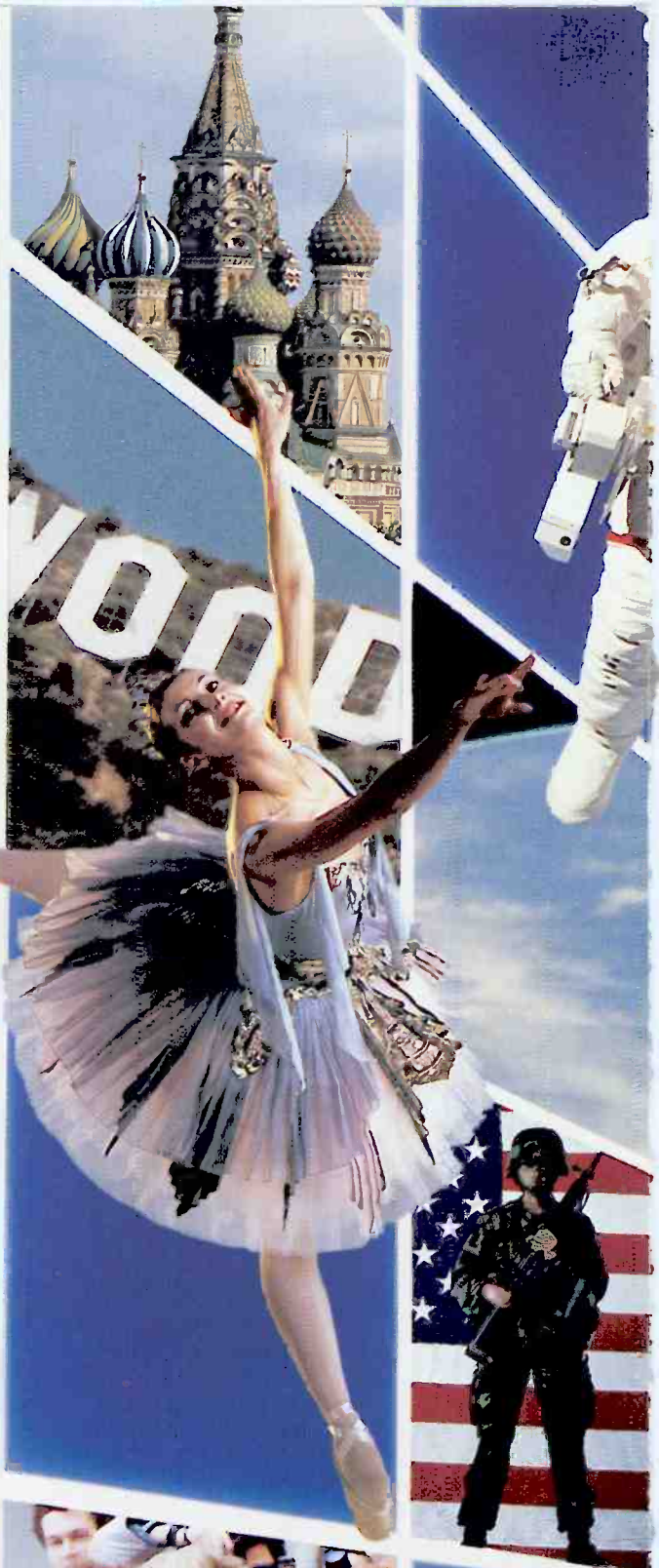
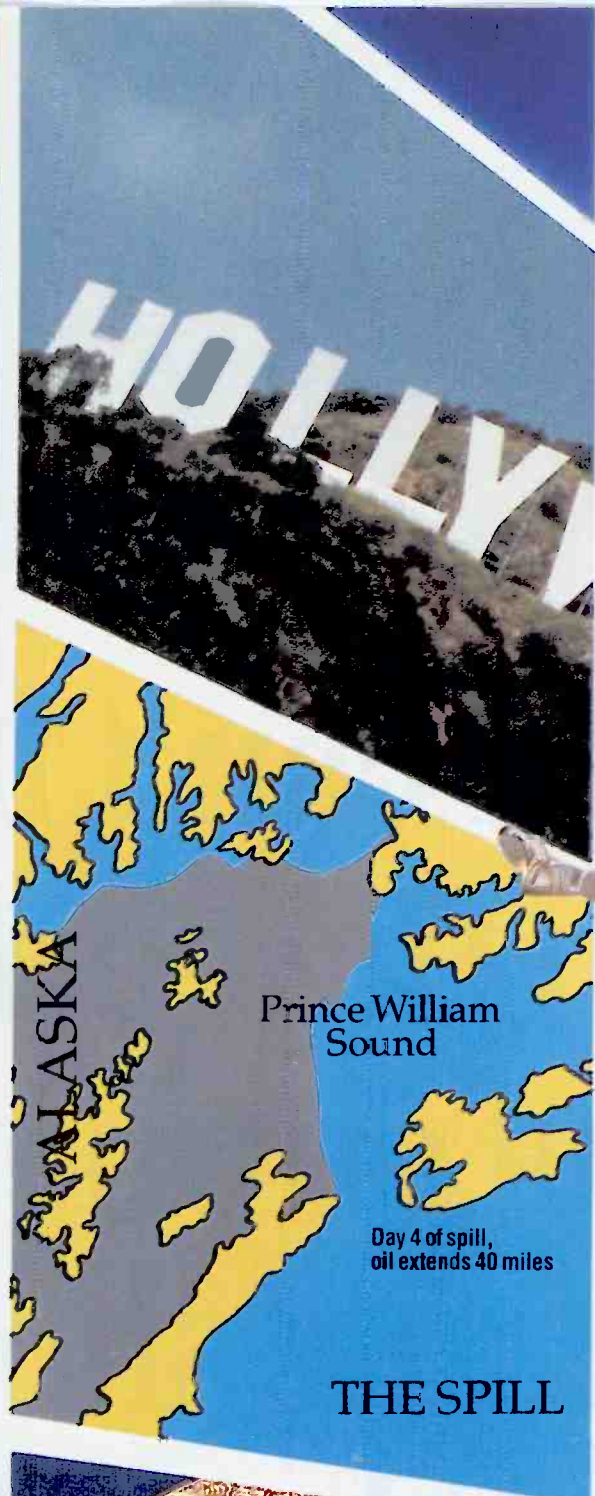
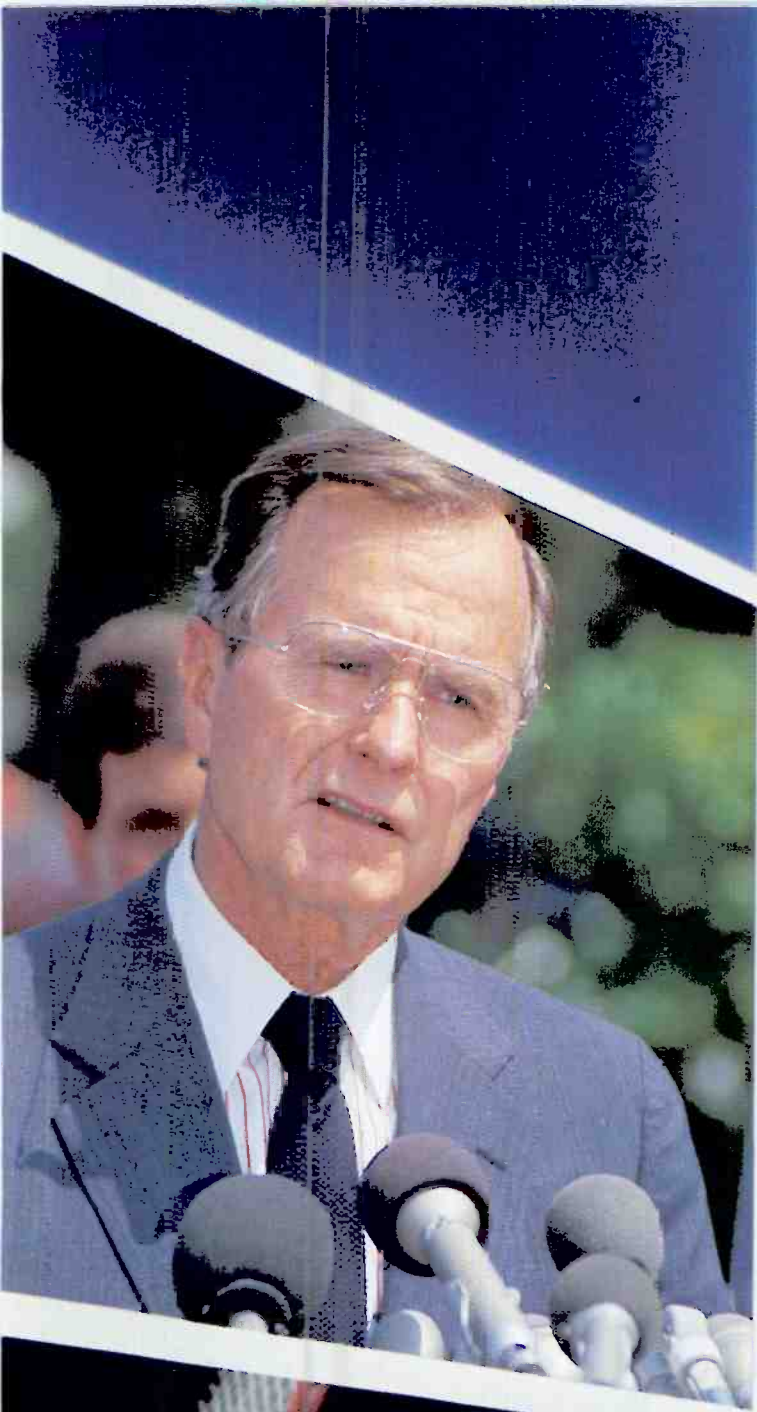
THE CHALLENGERS features the immediacy of a reality program in an engaging, exciting format that advertisers will love.

### Top Marketing Support

The backing of the entire Walt Disney Company is your assurance of unrivaled marketing and programming support for years to come.



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in association with  
Ron Greenberg Productions



**We can't tell  
you the content  
of our new  
game show.  
It hasn't  
happened yet.**

# Electronic Media



Published weekly by Crain Communications

## AT PRESS TIME

### Media stocks tumble

NEW YORK—Media stocks were swept up in Wall Street's 189.96-point plunge of the Dow Jones industrial average on Friday. Paramount Communications dropped 7 1/4 points to 55 3/4 on the New York Stock Exchange, according to preliminary closing figures. Other losers: Time Inc. down 11 to 131 3/4; MCA down 6 3/4 to 62; Tribune Co. down 4 1/4 to 49 3/4; Viacom down 4 1/4 to 60 1/4; Warner Communications down 4 1/4 to 61 3/4; Walt Disney Co. down 7 1/4 to 123; General Electric down 3 3/4 to 54 1/4; Capital Cities/ABC down 16 to 526; CBS down 8 3/4 to 198 3/4; TBS's class B stock down 2 1/4 to 51; and TCI down 1 3/4 to 18 3/4. Most cable stocks were not hit hard. The plunge was blamed on the collapse of the UAL buyout.

### Time in Swedish TV buy

CANNES, FRANCE—Time Warner Friday announced plans to take a one-third equity stake in (Continued on Page 44)

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OCTOBER 16, 1989

# NBC jumps into MGM/UA fray

By DIANE MERMIGAS  
Senior reporter

Though their earlier deal was called off last week, Qintex Group of Australia—with help from NBC—says its offer to buy MGM/UA Communications Co. remains on the table.

However, at press time Friday, sources at both Qintex and MGM/UA said formal negotiations between the two companies hadn't resumed.

One of the prime forces that would

drive the new negotiation is NBC parent General Electric Co.'s interest in taking an equity position in any Qintex buyout of MGM/UA.

That would make NBC the first U.S. broadcast network to assume a prominent role in acquiring and overseeing a major Hollywood producer and distributor.

Kevin Wallace, executive vice president and chief financial officer at Qintex America, a subsidiary of Qintex Australia Ltd., said Qintex's revised offer to acquire all of MGM/

UA for \$1.5 billion and its equity commitment from NBC "remain on the table, awaiting MGM/UA response."

MGM/UA officials abruptly terminated Qintex's acquisition agreement on Oct. 10 because the Australia-based entertainment company failed to deliver a \$50 million letter of credit.

True to the ongoing confusion that has characterized the on-again, off-again sale of MGM/UA, it was unclear at press time whether studio

officials had reopened the bidding or were talking to other interested parties such as Rupert Murdoch's News Corp., which has also been a serious contender for MGM/UA.

A spokesman for Mr. Murdoch said he was not currently negotiating to buy MGM/UA but didn't preclude the possibility of a future bid.

But industry experts said others are unlikely to come anywhere near the \$25 per share that Qintex was willing to pay for MGM/UA.

(Continued on Page 44)



Steve Brock, WCIV-TV president and general manager, says Hurricane Hugo "rearranged the furniture . . . a lot" at his Charleston, S.C., station.

## Mopping up after Hugo

### Broadcasters patch together operations

By DOUG HALONEN  
Washington bureau chief

CHARLESTON, S.C.—Oct. 11 was a big day for Steve Brock, president and general manager of WCIV-TV, the NBC affiliate here. That was the day his telephone service was

restored after being out for three weeks. Since Sept. 21—when Hurricane Hugo swept through here with devastating fury, taking lives, knocking down buildings and trees and demolishing WCIV's phone systems—Mr. Brock has been rebuilding the station as best (Continued on Page 42)

## U.S. quota gripes fall on deaf ears

By MARIANNE PASKOWSKI  
and LAURA MALT  
ELECTRONIC MEDIA staff

CANNES, FRANCE—Delegates attending the opening days of MIPCOM appeared largely unfazed by the U.S. government's attack last week on European

See editorial, Page 10.

Community television quotas. Industry representatives from both sides of the Atlantic said they weren't surprised by the move and expressed a certain amount of resignation upon hearing last week's developments. "There's been a lot of overreaction; these rules are (Continued on Page 43)

### INSIDE:

- 3 Fox to buy seventh TV station**  
Fox Television Stations is acquiring independent KSTU-TV in Salt Lake City.
- 30 What's hot around the world**  
Countries from around the globe rank their top 10 TV programs.

## NEWS SUMMARY

**Though their earlier deal** was called off last week, Qintex Group of Australia—with some help from NBC—says its offer to buy MGM/UA Communications Co. remains on the table. NBC and Qintex sources said formal negotiations had not resumed by press time. (Page 1)

**At the opening days of MIPCOM**, the sentiment of delegates from both sides of the Atlantic appeared to be that the U.S. government overreacted in its attack last week on European Community television quotas. (Page 1)

**Television stations in Charleston, S.C.**, were hit hard by the recent onslaught of Hurricane Hugo, but they're starting to patch their operations back together. (Page 1)

**World International Network**, a consortium of broadcasters representing 106 countries, unveiled a new project last week that will fund worldwide TV programming production in its partnership with New York ad agency NW Ayer. (Page 3)

**Fox Television Stations** was finalizing a deal to buy independent KSTU-TV in Salt Lake City at press time. Fox, owner of six stations, has been actively seeking a seventh since it sold WFXT-TV in Boston. (Page 3)

**The likely departure of Jane Pauley** from NBC's "Today" raised concerns with some NBC affiliates last week. Yet those affiliates tempered their worries with assurances that NBC News will help the show survive any ratings fallout. (Page 3)

**After the Supreme Court** refused to hear his appeal, broadcaster Charles Woods accepted defeat in his lawsuit against Capital Cities/ABC over having his Springfield, Mo., station's affiliation yanked. The ABC affiliation was transferred to KSPR-TV, an independent station in the market. (Page 3)

**A Los Angeles** cable regulatory board will hear customer complaints against Century Southwest Cable Television Co. at a public meeting Dec. 5. (Page 4)

**Producers Peter Guber and Jon Peters** are taking preliminary steps to take charge of a Sony Corp.-owned Columbia Pictures Entertainment even though they still have contracts with Warner Communications. (Page 4)

**NBC's new residence** on Chicago's lake front is housing NBC-owned WMAQ-TV and a lavish TV production center. Sources are speculating about whether NBC and corporate parent General Electric Co. will use an option to acquire a 30 percent equity interest, valued at about \$50 million, in the building. (Page 4)

**James Joyella** was named president of the Television Bureau of Advertising last week, succeeding William Moll, who will leave to become vice president and general manager of WNBC-TV in New York. (Page 4)

**A nine-month dispute** between Germantown, Tenn., and Heritage Communications ended last week with Germantown officials agreeing not to revoke the cable company's franchise. (Page 4)

**Television Program Enterprises** this week begins selling "Preview," a new access strip personally produced by TPE Chairman Al Masini. (Page 14)

**Leaders of the broadcasting** industry last week vowed to fight children's TV legislation that would require broadcasters to offer educational shows for children. The measure was approved recently by the Senate Commerce Committee. (Page 14)

**United Artists Entertainment Co.** recently sold its cable systems in Sweden and Norway to United International Holdings and agreed to sell its franchises in Israel to the entertainment company as well. (Page 14)

**Allied Communications Inc.**, a new distributor, is aiming to internationally syndicate several independent producers' long-form programming. The company, which is focusing on syndicating made-for-television movies and miniseries, named Fred Haber to oversee its international operations. (Page 41)

**A federal appeals court** in Washington is slated to hear arguments today on the legality of the Federal Communications Commission's new syndicated exclusivity rules; parties with major stakes in the cable TV business are asking the court to throw out the regulations on a variety of grounds. (Page 42)

# ABC's World Series to put heat on NBC

By THOMAS TYRER  
Staff reporter

LOS ANGELES—Facing stiff competition from ABC's World Series coverage, NBC officials say they are expecting ABC to break NBC's record 68-week winning streak.

Warren Littlefield, NBC Entertainment's executive vice president of prime-time programs, said that for NBC "to go beyond it (the World Series), the odds are heavily against us."

The World Series was set to get under way Saturday, with the second game planned for last night.

This year's World Series, for the first time since 1956, matches two teams from the same market: the Oakland Athletics and the San Francisco Giants.

The remaining games, should the series extend a full seven games, will be played at 8 p.m. (ET) on Tuesday, Wednesday, Thursday, Saturday and Sunday.

Rival programmers said they don't feel a one-market series will weaken the drawing power of the event.

"The World Series is the World Series," said CBS Entertainment President Kim LeMasters.

Peter Chernin, president of the entertainment group for Fox Broadcasting Co., added, "The only differ-



WARREN LITTLEFIELD  
"Odds are heavily against us"

ence in this series is otherwise you'd have two markets where you'd have huge numbers, but these two teams are as much of interest to the rest of America as any."

NBC's Mr. Littlefield added, "If it's a great matchup between two exciting teams, then the audience is going to be there for it."

Officials at ABC Entertainment declined to be interviewed about the fall ratings race.

NBC won the third week of the season with a 15.2 Nielsen Media Research rating (percentage of TV homes) and 26 share (percentage of sets in use), but ABC followed closely with a 14.4/25 and CBS placed third with 12.4/21.

In season-to-date ratings through Oct. 12, NBC led with a 15.3/26, ABC was next with a 14.0/24 and CBS trailed with a 12.8/22.

So far this season, none of the networks' new shows have shown much breakout potential.

"Almost every year there's at least one or maybe two shows that show an enormous amount of promise—the kind of shows that you want to talk about afterward," said Los Angeles Times TV critic Howard Rosenberg, "and there's just nothing here."

"We're supposedly celebrating the 50th anniversary of American television and it's almost as if the medium's now in a midlife crisis," he said.

But prime-time programmers insisted they'll have patience with a handful of struggling new series.

CBS's Mr. LeMasters concedes "Snoops," "Peaceable Kingdom," "The Famous Teddy Z" and "The People Next Door" are being watched closely by the network.

(Continued on Page 44)

## Fox sells 5 more countries on its 'Current Affair'

By ADAM BUCKMAN  
Staff reporter

Fox Television Stations' "A Current Affair" last week was sold to broadcasting entities in five foreign countries, officials of Twentieth Century Fox Television said Friday.

The program has already been seen in the United Kingdom and Australia, but under the agreements reached last week, it will begin airing in Austria, West Germany, East Germany and Switzerland in January; in Canada in September 1990; and in Brazil in September 1991, Fox officials said.

In a related move, "Current Affair" will open its first overseas news bureau in London in early November, Executive Producer Gerald Stone said.

He said the two correspondents that will be based in "Current Affair's" London bureau will receive "logistical and technical" support from London-based Sky Channel, a TV news service owned by Rupert Murdoch's News Corp., owner of Fox Inc.

The financial terms of last week's syndication agreements were not disclosed.

The Canadian clearances of "Current Affair" were reached with stations and networks representing "virtually all" of that country's TV markets, said Jeff Erdel, spokesman for "Current Affair."

In Europe, Fox sold "Current Affair" syndication rights to a firm called Taurus-Beta, a European syndication company that will clear the program in Switzerland, East and West Germany and Austria, he said.

The Brazilian syndication arrangement was struck with TV Globo, the country's dominant network.

Mr. Stone said he has no plans to tailor the editorial content of "Current Affair" for viewers outside the United States.

"We have no plans to change our direction," he said. "The program was sold based on what it is." #

### CORRECTION

An article on Page 26 of the Sept. 18 issue incorrectly identified David Feingold. He is national editor for CNN.

## CBS slices 'Pat Sajak' to one hour

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—CBS will lop 30 minutes off "The Pat Sajak Show," transforming it into an hour-long program, beginning Oct. 30, the network announced Friday.

"We have decided to shorten 'The Pat Sajak Show' to strengthen the format and tighten the flow," said Rod Perth, vice president of late-night programs for CBS Entertainment, in a statement.

"After nine months on the air, it is apparent that the hour talk show format in late-night is much more conducive to a livelier, faster-paced broadcast that will be much more appealing, not only to the 'Pat Sajak' audience, but to the CBS affiliate family as well."

On Oct. 30, "Sajak" will begin running from 11:30 p.m. to 12:30 a.m. (ET) on most CBS affiliates and will be followed by hour-long action-adventure programs that will air from 12:30 a.m. to 1:30 a.m. Monday through Thursday.

On Fridays, CBS will air "The CBS Late Movie" at 12:30 a.m.

The change in the show's format is being made quickly by CBS to try to boost the show's sagging ratings before the November sweeps.

In the week of Oct. 2, "Sajak" averaged a 2.5 Nielsen Media Research rating (percentage of TV households) and a 10 share (percentage of sets in use), a 24 percent drop from CBS's performance in the time period last year.

Regarding Friday's announcement, Roger Colloff, vice president and general manager at WCBS-TV in New York, said, "It's a positive move. It's certainly one of the things that needs to be done to try to increase viewership and it's a move in the right direction."

"An hour and a half really watered down the show somewhat," said Ben Tucker, chairman of the CBS affiliates board.

He said the strategy of shortening the show was unanimously supported by the board. #

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# Broadcaster loses ABC affiliation suit

By LAURA MALT  
Staff reporter

WASHINGTON—Broadcaster Charles Woods has lost a lawsuit against Capital Cities/ABC over his Springfield, Mo., station's loss of affiliation.

The U.S. Supreme Court on Oct. 4 refused to hear his appeal.

"I would never have bought that station if I'd known ABC was not going to live up to their end of the agreement," he said after the high court's decision.

ABC officials declined to comment on the record, but said the court documents on Charles Woods Television Corp. vs. Capital Cities/ABC Inc. spoke for themselves.

The conflict dates to January 1985 when Mr.

Woods agreed to buy Springfield's then-named KMTC-TV, an ABC affiliate, from Midland Television Corp. for \$13 million.

ABC officials wrote a letter to Mr. Woods in February telling him that independent station KSPR-TV wanted the Springfield affiliation.

In May, Mr. Woods and KSPR gave presentations to ABC's Affiliation Review Committee, and according to committee members, the KSPR presentation was "superb."

However, ABC officials later gave Mr. Woods the affiliation and told him that they wouldn't consider changing that decision for the rest of the year.

Mr. Woods bargained down the price of the station to \$5 million and closed the deal in July. He changed the call letters to KDEB-TV, named after his daughter, Deborah Corbett,

now KDEB's general manager.

In April 1986, ABC switched the affiliation to KSPR, and Mr. Woods sued for fraud.

The case took a twist in district court. The jury found for Mr. Woods and awarded him \$3.5 million, but Judge Russell Clark threw out the jury verdict.

"It is clear ABC had an absolute right to switch affiliates and to do so with six months' notice," Judge Clark wrote in his opinion. "Plaintiff (Mr. Woods) was fully aware that the ABC affiliation was 'up for grabs.'"

With appeals to higher courts now exhausted, Mr. Woods says he is "disappointed in our judicial system."

He said he injected about \$2 million to improve the station and keep the network affiliation, and will take a \$5 million to \$7 million

loss when he sells the station, which he now is trying to do.

"The question I have in my mind is: Was it worth it?" he said. "Decreased loyalty has permeated throughout the ABC affiliates. Questions come up at meetings—'If this happened to Charlie Woods, would it happen to us?'"

In addition to the Springfield station, he plans to sell KLBK-TV in Lubbock, Texas; KARD-TV in West Monroe, La.; and WTVW-TV in Evansville, Ind.

He said he will keep WTVY-TV, in Dothan, Ala., his home town, and start buying stations in larger markets with the help of some equity partners.

Mr. Woods also owns several low-power TV and radio stations. #

## 106-nation programming deal reached

By WILLIAM MAHONEY  
Los Angeles bureau chief

BEVERLY HILLS, CALIF.—World International Network, a consortium of broadcasters representing 106 countries, unveiled a new project last week that will fund the production and distribution of TV programming worldwide.

The project, a partnership with the New York ad agency NW Ayer, has three major components:

- WIN, which was formed here last year by former Hollywood studio executive Larry Gershman, has a slate of \$65 million worth of made-for-TV movies and miniseries it's involved in producing.

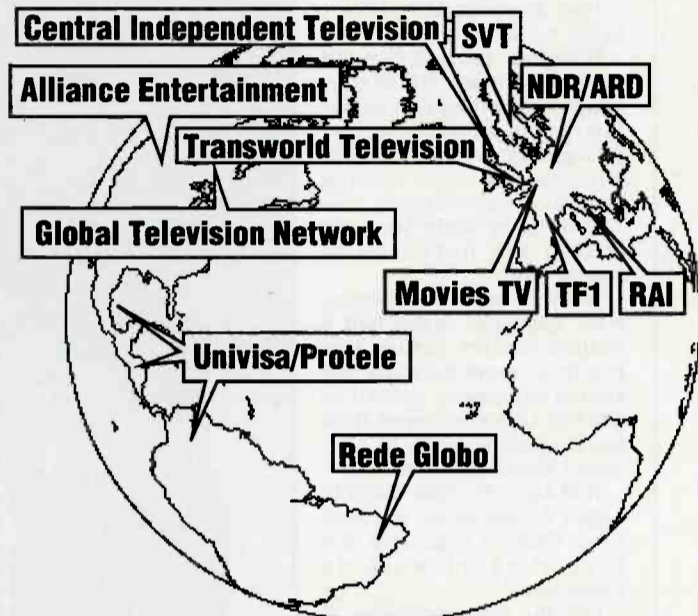
Since being formed last year, WIN helped produce three made-for-TV movies and two miniseries. The company is currently involved in the production of two additional made-for-TV movies, a series and a miniseries.

- NW Ayer, the world's 15th-largest ad agency with 70 offices in 45 countries and annual billings of \$1.3 billion, brings the resources of such major advertisers as AT&T, General Motors Corp., Procter & Gamble Co., Citicorp and The Gillette Co., which will be able to get involved in sponsoring international projects from the development stage.

NW Ayer's local agencies in various countries will get first refusal rights on an offer to sponsor WIN productions and will contribute a significant source of funding for production when they do so.

- Fourteen major TV broadcasters from around the world that are members of WIN will contribute to production costs by paying an upfront license fee for the right to air the WIN/Ayer programs they choose.

Those 14 broadcasters together will acquire  
(Continued on Page 43)



The 14 broadcasters that are partners in World International Network acquire programming for 106 nations.

## Fox to buy its seventh TV station

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—At press time, Fox Television Stations was finalizing a deal to buy independent KSTU-TV in Salt Lake City.

"It's pretty much a done deal," said Bob Kreek, president of Fox Television Stations, the unit of Fox Inc. that supervises the studio's six owned-and-operated television stations.

The station is currently co-owned by Farragut Communications and Mountain West Communications, which also owns stations in Yakima and Richland, Wash.

Fox officials and the current owners of the station declined last week to say what price was being considered for the deal.

Fox Television Stations did have seven outlets, the maximum number of TV stations one party can own according to the Federal Communications Commission, until Fox recently sold WFXT-TV in Boston to the Boston Celtics Limited Partnership.

Since striking that deal, Fox Television Stations has been actively seeking a seventh station.

Mr. Kreek said that Fox selected KSTU because it is a VHF outlet and because it is already a Fox Broadcasting Co. affiliate.

WFXT, the station Fox sold, was a UHF station in the sixth-largest market, which covers 2.28 percent of the country, according to Nielsen Media Research.

By comparison, the station Fox is buying is in the 41st-largest market, with 0.64 percent of the country covered.

KSTU signed on in 1978 and is one of three independents in Salt Lake City.

"It's the leading independent in the market," Mr. Kreek said.

Two years ago, the station was converted from a UHF station to a VHF station with a channel position of 13, he said.

"I think Salt Lake City is a market with good potential," Mr. Kreek added.

He said Fox doesn't plan to change the station's call letters.

Fox's other six stations are WNYW-TV in New York; KTTV in Los Angeles; WFLD-TV in Chicago; KDAF-TV in Dallas; WTTG-TV in Washington; and KRIV-TV in Houston. #

## NBC affiliates uneasy about Pauley reports

By ADAM BUCKMAN  
Staff reporter

NEW YORK—Some NBC affiliates last week expressed concern about the effect on ratings that the likely departure of Jane Pauley could have on the "Today" show.

Yet those affiliates tempered their concern with confidence that the NBC News brass will help the show weather any fallout.

Though no official confirmation was made last week, The Washington Post reported that Ms. Pauley said she will most likely leave "Today" by the end of the year but remain with NBC.

"Of course we're concerned about it," says John Howell III, vice president and general manager of WPXI-

TV in Pittsburgh. "Change is inevitable, but it needs to be managed carefully."

"In this market, 'Today' wins the time period consistently in a very significant way, so it's very meaningful for us," says C.E. (Pep) Cooney, president and general manager of NBC affiliate KPNX-TV in Phoenix.

However, despite the show's importance, Mr. Cooney said he isn't very concerned by what he's read in newspaper reports, which lately have contained accounts of increased tension on the show following the arrival of news anchor Deborah Norville.

"The press plays it up and blows it quite a bit out of proportion," said Mr. Cooney. "(NBC News Exec-

utive Vice President) Dick Ebersol is a very competent and good guy and he can pull it together better than anyone else."

Michael Corken, vice president and general manager of NBC affiliate WTHR-TV in Indianapolis, says his station is concerned about possible changes in the "Today" show because "morning TV is a very important daypart for us."

He added, "We're probably watching with more concern than most because Jane Pauley came from here. This is her home town."

Ms. Pauley, 38, has a contract with NBC News that expires in two years.

She told The Washington Post that if she does leave "Today," she "would still like to come back to the

show now and then in the future, the way Barbara Walters does at 'Good Morning America.'"

In response to the Washington Post story, NBC issued a statement saying Ms. Pauley will stay at NBC and that her future role is currently under discussion.

"Conversations about specifics are concluding now and we expect to announce our mutual plans shortly," said Peggy Hubble, NBC News' director of media relations.

Ms. Pauley, Mr. Ebersol and "Today" Executive Producer Marty Ryan would not comment.

For the week of Oct. 2, "Today" had a 4.3 rating (percentage of TV households) with a 21 share (percentage of sets in use), according to Nielsen Media Research. #



JANE PAULEY  
Reports have her leaving "Today"

# Los Angeles to hear cable complaints

By THOMAS TYRER  
Staff reporter

LOS ANGELES—The regulatory board that oversees Los Angeles' cable franchises has called the city's second-largest cable operator, Century Southwest Cable Television Co., on the carpet because of mounting customer complaints.

## Heritage dispute in Tenn. ends

By SUSAN A. THORP  
Special to ELECTRONIC MEDIA

MEMPHIS, TENN.—A nine-month dispute between Germantown, Tenn., and Heritage Communications, holder of the city's cable franchise, ended last week with Germantown officials agreeing not to revoke the cable company's franchise.

As a result, Heritage will add four new stations to its 52-channel lineup: SportsChannel America, SCORE, Nostalgia Channel and University of Tennessee sports on pay-per-view.

The dispute began in January when Heritage dropped superstation WWOR-TV from its lineup and replaced it with Turner Network Television without notifying officials of Germantown, an upscale Memphis suburb.

When Heritage refused to reinstate WWOR, Germantown officials cashed a \$50,000 letter of credit from Heritage for non-performance and drafted a resolution to revoke the company's franchise.

Under last week's settlement, Germantown agreed to return the letter of credit.

In addition to the four new channels, Heritage also agreed to give Germantown some authority regarding the quality and mix of its programming.

"We just agreed that the Cable Policy Act of 1984 applies in that case," says Teresa Speir, the system's general manager. "We had anticipated launching some new channels this January anyway. I guess they're here just a little sooner."

Heritage has 7,800 subscribers in Germantown, plus 17,000 subscribers in five other Memphis suburbs. #

The Los Angeles Telecommunications Commission on Dec. 5 will hold a public meeting for Century's 107,000 subscribers to enable them to reiterate complaints about system blackouts, abusive staff and other consumer irritants.

"The purpose of the hearing is to provide constructive instruction to the company after hearing from the public on how they can better service their (the public's) needs," said Susan Herman, general manager of the city's department of telecommunications.

"If they (Century officials) then fail to come into compliance with their franchise, and if they fail to take constructive action, then the city will have to review its options, which include revocation," she added.

City records show that 448 Century subscribers called to complain about service during the first six months of this year, more complaints than were made about any of Los Angeles' 13 other systems.

While stressing that the city has not begun formal revocation proceedings, Ms. Herman says she has sent more than 32 letters to Century citing alleged franchise violations.

Century officials contend the company has been unfairly criticized  
(Continued on Page 42)

# NBC's new Chicago home has room for more projects

By DIANE MERMIGAS  
Senior reporter

The NBC peacock has a new place to roost in the Windy City.

It's a flashy, 38-story high-rise on Chicago's fashionable northern lake front, the new home of NBC-owned WMAQ-TV and a TV production center.

NBC and its corporate parent, General Electric Co., have an option to acquire a 30 percent equity interest, valued at about \$50 million, in the building.

However, sources close to the situation say GE is contemplating selling that equity interest to another party—perhaps for as much as \$70 million—and then leasing back six floors of space.

A decision could be made within the next month, sources say.

In the meantime, however, NBC spent just under half a million dollars earlier this month to move network and station equipment, as well as 300 full-time employees, from their longtime home in Chicago's Merchandise Mart.

WMAQ-TV immediately began broadcasting its local news from an expansive and sophisticated working newsroom.

But the real showcases of the new facilities are two \$5 million soundstages, one measuring about 12,000 square feet and the other about 6,000 square feet.

The control rooms are just being built and NBC hopes to lease them out to filmmakers, series producers and its own NBC Productions.

Among the production-oriented companies with which NBC has discussed leasing studio space are Paramount Communications and Larry King Productions, according to sources.

So far, NBC Productions has committed to produce 15 test-run episodes of a new late-night talk show centered around Chicago radio personality Jonathon Brandmeier. Production is expected to begin in mid-November.

The studios are expected to each lease for about \$5,000 to \$10,000 a day, depending on the facilities

needed.

The new, \$100 million building was underwritten by Equitable Life Insurance Co. NBC, the anchor tenant, occupies the lobby, first, second, third and fifth floors, with an option on two others.

It currently is leasing some of its space to other media-related companies such as Blair Television and Group W, which acquired Chicago's WMAQ-AM from NBC last year.

Sources say NBC and WMAQ have invested close to \$10 million in capital improvements—money they expect to earn back within five years through savings on operating costs.

For instance, the newsroom is equipped with robotic cameras manipulated by a single control room operator.

Robert Morse, vice president and general manager of WMAQ-TV, says the new digs "enhance the local station's relationship with NBC because it gives us the ability to produce programs for the network from here, just as the station did in the early days."

TV and film productions can cost as much as 20 percent less when located in Chicago instead of Los Angeles or New York, sources say.

"One thing we have to be mindful of is that people do not watch buildings and equipment. We have to do our jobs well without getting caught up in the new trappings," Mr. Morse says.

NBC owns its sprawling studio in Burbank, Calif., and the building that houses its owned Washington station, WRC-TV.

In most other locations, including its Manhattan headquarters, NBC leases space for its facilities.

NBC and WMAQ will celebrate moving into the new quarters by hosting broadcasts of "Today" Oct. 18 through Oct. 20; "The NBC Nightly News With Tom Brokaw" broadcast on Oct. 23; and the local Emmy Awards telecast Oct. 27.

A two-night celebration will be held Oct. 20 and 21. NBC President Robert Wright will host a black-tie gala the first night and anchor Tom Brokaw will host another the following night. #



NBC's new Chicago residence houses WMAQ-TV and a TV production center.

# Joyella named TvB chief

By ADAM BUCKMAN  
Staff reporter

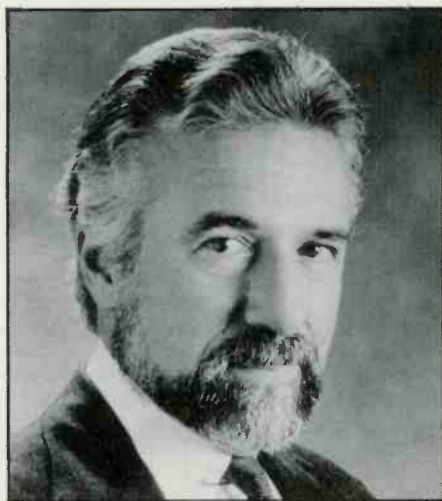
NEW YORK—James Joyella was named president of the Television Bureau of Advertising last week.

Mr. Joyella, who has been senior vice president of national sales for TvB since April 1988, succeeds TvB President William Moll, who will soon leave the association to become vice president and general manager of NBC-owned WNBC-TV here.

At a news conference Oct. 11 at TvB headquarters here, Mr. Moll said he had recommended Mr. Joyella as his successor and that a TvB executive search committee had approved Mr. Joyella's appointment unanimously.

"In my mind, there was no doubt that Jim was the man who had to be successor," Mr. Moll said.

TvB board member Peter Ryan, executive  
(Continued on Page 42)



JAMES JOYELLA  
Worked at CBS for 20 years

# Guber, Peters prepare for reign at Columbia

By DIANE MERMIGAS  
Senior reporter

Producers Peter Guber and Jon Peters are taking preliminary steps to take charge of a Sony Corp.-owned Columbia Pictures Entertainment even though their contractual arrangement with Warner Communications continues to hang in the balance.

Sony announced Oct. 10 that its attorneys have found nothing in the producers' exclusive Warner contracts prohibiting them from becoming executives of Columbia, which Sony has proposed buying for \$5 billion.

As a result, Sony said it will waive its right to call off the acquisition of Guber-Peters Entertainment for \$200 million if the producers fail to alter or terminate their Warner contracts. Sony's tender offer for Guber-Peters

expires Nov. 6.

Industry sources say the announcement signals that Sony is prepared to move ahead with its acquisition of Columbia and make Mr. Guber the operational head of the studio regardless of Warner's actions.

Sony says it expects to complete its acquisition of Columbia and Guber-Peters by year's end.

One source indicated that Sony feels confident enough after reviewing the producers' contracts with Warner that it's prepared to engage in a court fight to hire them.

"We don't feel any modification in their (Messrs. Guber and Peters) agreement with Warner needs to be made for them to come to work for us or for us to acquire their company," said Michael Schulhof, vice chairman of Sony Corp. #



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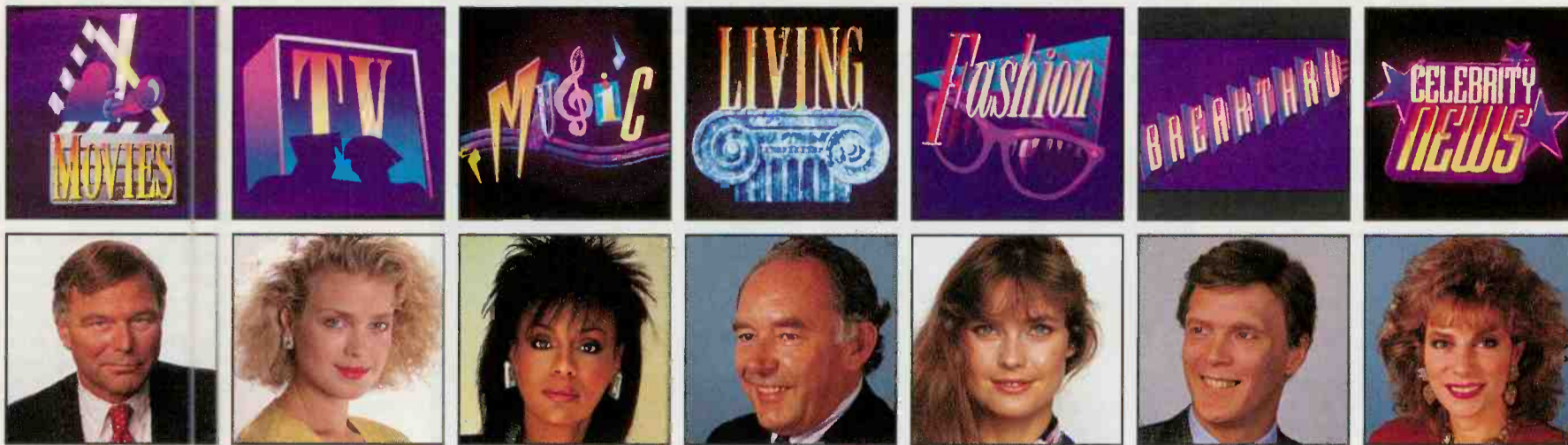
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# Adding up Warner's Rochester deal

How much did Warner Bros. Domestic Television Distribution actually make from its controversial deal with American Television & Communications Corp.'s **Greater Rochester Cablevision** in Rochester, N.Y.? Warner sold such shows as "ALF" and "Perfect Strangers" to WGRC, the Rochester cable channel that's programming itself like an independent station, but one Warner executive said it didn't involve a lot of money, relatively speaking. The Warner official estimates the whole deal, including rights to some first-run fare, earned the company \$900,000 to \$1 million.

\* \* \*

Meanwhile, broadcasters complaining about what the Rochester channel is doing have drawn the attention of **Tele-Communications Inc.**, the nation's largest multiple system operator. Robert Thomson, TCI's vice president of government affairs, says broadcasters' stand on the issue of syndicated exclusivity tends to change depending on which way the wind is blowing. "Those inconsistencies are getting our attention," he says. "Broadcasters can't have it both ways."

\* \* \*

"**The Hitchhiker**," the half-hour, made-for-cable suspense series that began on HBO and now airs in originals on USA Network, is poised to become the next off-cable series to enter the syndication market. David Nevins, Los Angeles coordinator of the series, says if USA orders more episodes, syndication will come in about a year. If not, then the show will be for sale in the immediate future. So far, "Brothers" and "It's Garry Shandling's Show," both of which got their starts on Showtime, have been the two major off-cable projects to get an afterlife, with "Brothers" moving into general syndication and "It's Garry Shandling's Show" going to Fox Broadcasting Co.

\* \* \*

One new attendee at the 1990 National Association of Tele-

## THE INSIDER



**"THE HITCHHIKER"**  
Cable fare bound for syndication



**CANDICE BERGEN**  
Will moderate NATPE forum

vision Program Executives convention will be "Murphy Brown" star **Candice Bergen**. The actress has agreed to moderate a general session called "PrimeTime '90s: Movers and Shapers," which will be held at 8:30 a.m. on Jan. 17, the second day of the New Orleans meet. The other participants haven't been nailed down yet but are expected to be named in the next two weeks. Session organizer Jayne Adair, program manager at KDKA-TV in Pittsburgh, says, "The idea is to bring together a group of writer/producers to tell us where television is going in the next decade." She says Ms. Bergen

figures are up from sales of 180 series in 1987, which earned the writers \$6.5 million, according to WGA figures. Chuck Slocum, WGA's director of industry analysis, says, "1988 seemed to be a real boom year," but he says he's not sure that success will be repeated this year. Mr. Slocum says the growth in 1988 reflected the sales of many series that had been sitting on the shelf and were brought to the international marketplace for the first time. #

—Written by William Mahoney from bureau reports

was chosen as moderator because of her successful—and unanticipated—transition from being a film actress to being the star of a successful sitcom.

\* \* \*

**Two books on Fox Broadcasting Co.** are on the horizon. Los Angeles-based writer Alex Ben Block, editor-in-chief of the newsletter Show Biz News, has written a history of the Twentieth Century Fox studio through the decade, which also tracks the first 1½ years of FBC. The book, which is titled "Outfoxed," is due out in January or February. Mr. Block, who has followed FBC closely from its infancy, notes, "I told (Fox Inc. Chairman) Barry Diller the other day, 'You gave me a happy ending.'" The second book focuses more specifically on FBC's first in-house hit, "America's Most Wanted." It is being written by Jack Breslin, a former FBC publicist on that show and other FBC programs, who is currently researching the book while on leave from FBC. The program has so far assisted in the capture of 75 fugitives.

\* \* \*

As the MIPCOM international trade show winds up in Cannes, France, today, records kept by the Writers Guild of America to track **residual payments** to its members indicate 197 series were sold overseas last year, bringing WGA members a total of \$8.5 million in residuals. Those

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# Steering clear of war

The current uproar over the new European quota directive appears to be largely a battle over symbolic positioning, with little relevance to the realities of day-to-day business.

As U.S. distributors well know, the non-binding directive approved by the European Community before last week's MIPCOM market asks—but does not require—that countries hold to a 50 percent maximum on non-EC programing.

The truth is that many EC countries already have individual quotas more strict than this, yet business for U.S. suppliers has been expanding steadily.

Nonetheless, much attention has been focused on the non-binding directive, particularly in Washington. The Bush administration, in the middle of its own broad-ranging trade wars, has added the EC quota decision to its hit list of anti-American "protectionist" actions and is threatening to file a fair-trade complaint against the EC.

The ironic part of this, of course, is that the United States is itself virtually a closed market when it comes to television. With few exceptions, we buy almost no foreign TV shows.

For that reason, we may assume that any protests

the Commerce Department makes about our TV market being open while the Europeans block theirs with quotas will be received by the EC with considerable skepticism.

Frankly, U.S. studios don't particularly need Washington's help in dealing with this issue and should be wary of getting caught up in the administration's broader trade problems. The last thing Hollywood needs is to get embroiled in a full-blown trade war that seems increasingly unnecessary.

We believe the interests of all countries would be better served if there were free trade, without any quotas.

But we also believe that even with the status quo, the direction for the future is already clear. It involves a growing use of global co-productions and of equity investment in overseas producers.

In the end, we believe that the marketplace will take care of itself. As the need for programing grows in every EC country, there will be continual internal pressure to reduce or remove quotas.

In the TV trade, that's the bottom line: You can't beat Hollywood for quality, quantity, and cost-efficiency. And you don't need a war to prove it. #

## LETTERS TO THE EDITOR

# AM radio was at its best during Hugo crisis

Coach Paul "Bear" Bryant's favorite saying was "When the going gets tough, the tough get going!"

AM Clear Channel Radio really showed its necessity when Hurricane Hugo came calling on the Southeastern seaboard. In the absence of electricity and adequate telecommunications links and no cable TV, high-power Clear Channel AM Radio was a source of vital, life-saving information and great comfort to millions of citizens scared and displaced by this killer storm.

Strong high-power AM stations such as WSB, Atlanta; WSM and WLAC, Nashville; WPDQ, Jacksonville, Fla.; WWL, New Orleans; WLS, WGN and WMAQ, Chicago; KDKA, Pittsburgh; WABC, New York; WLW, Cincinnati; WBT, Charlotte, N.C.; WHO, Des Moines, Iowa; WJR, De-

troit; KMOX, St. Louis; and many others joined in. The impressive cadre of stations emanating from outside the affected area forged a vital emergency communications link between the outside world with remaining victims, evacuated residents and distant loved ones by broadcasting from-the-scene phone reports and fast-breaking National Hurricane Center information of the storm's progress. This live drama included actual eyewitness reports of roofs blowing off, flying boats and cars, and chilling live broadcasts of the powerful wind noise of Hugo himself. Transmitted at the speed of light direct to millions of concerned listeners around the country.

This demonstration under duress shows AM radio at her highest and best use, serving the public by interlocking wide

coverage areas with battery-radio-equipped listeners, all pulled together with a common bond of surviving the ravages of a natural disaster.

All of the radio stations, and dedicated broadcasters and interactive listeners, that participated in this mass communications effort deserve a "Gold Commendation" and should be recognized as true communication heroes.

AM radio shows her public necessity every day in every city on earth! FM radio can only dream of such ubiquitous utilitarian purpose . . .

**H. Dickson Norman**  
chairman and chief executive officer  
NDXE Global Radio  
Opelika, Ala.

# Journalism special section slighted public radio stations

I enjoyed your recent report on journalism in the Sept. 11 issue. I was disappointed, however, to find no mention of news on public radio stations. Public radio has been providing, and will no doubt continue to provide, the most in-depth news coverage broadcast today. Public radio has consistently reported on national and local issues in a way no other media have—giving thoughtful analysis of news events, detailed reports of stories, excellent features and long-form documentaries. I realize your emphasis is on commercial media and on television in particular, but in the fu-

ture, I would suggest you consider the impact of programs such as "All Things Considered" and "Morning Edition" from National Public Radio and "Monitorradio" and "Marketplace" from American Public Radio as well as the many local and regional news produced at public radio stations when you report on journalism.

The Public Radio News Directors Association is a growing organization formed five years ago to give news personnel from public stations the chance to meet and talk shop and forge better relations with our program providers. We'll be meeting in

July in Washington and would welcome any coverage of our conference that you would like to pursue. In our just concluded meeting in Seattle, we explored many topics including ethics and newsroom management. If you'd like any more information about the organization, don't hesitate to call. We currently have about 80 members and are working to expand.

**Kathy Merritt**  
president, Public Radio  
News Directors Association  
Charlotte, N.C.

## QUICK TAKES

### What do you think of CBS's plans for year-round program development?



**Michael Levine**  
senior vice president of creative affairs  
New World Television  
Los Angeles

"It could only help. Sometimes the genres you're developing are the ones the network has had their fill of. This way you have more shots; maybe you can go back and rework it (the show) and pitch it all over again."



**David E. Salzman**  
president  
Lorimar Television  
Culver City, Calif.

"Things only get better through innovation, and the CBS move to year-round development is an innovative approach to securing the best creative auspices and ensuring a steady product flow."



**Garth Ancier**  
president of network television production  
Walt Disney Studios  
Burbank, Calif.

"Doing a whole slew of programing at once is a remnant of bygone days. It evolved to satisfy the upfront buyers, but now the bulk of the new shows are produced year-round. What CBS is doing is formalizing what's already been happening anyway."

# Electronic Media

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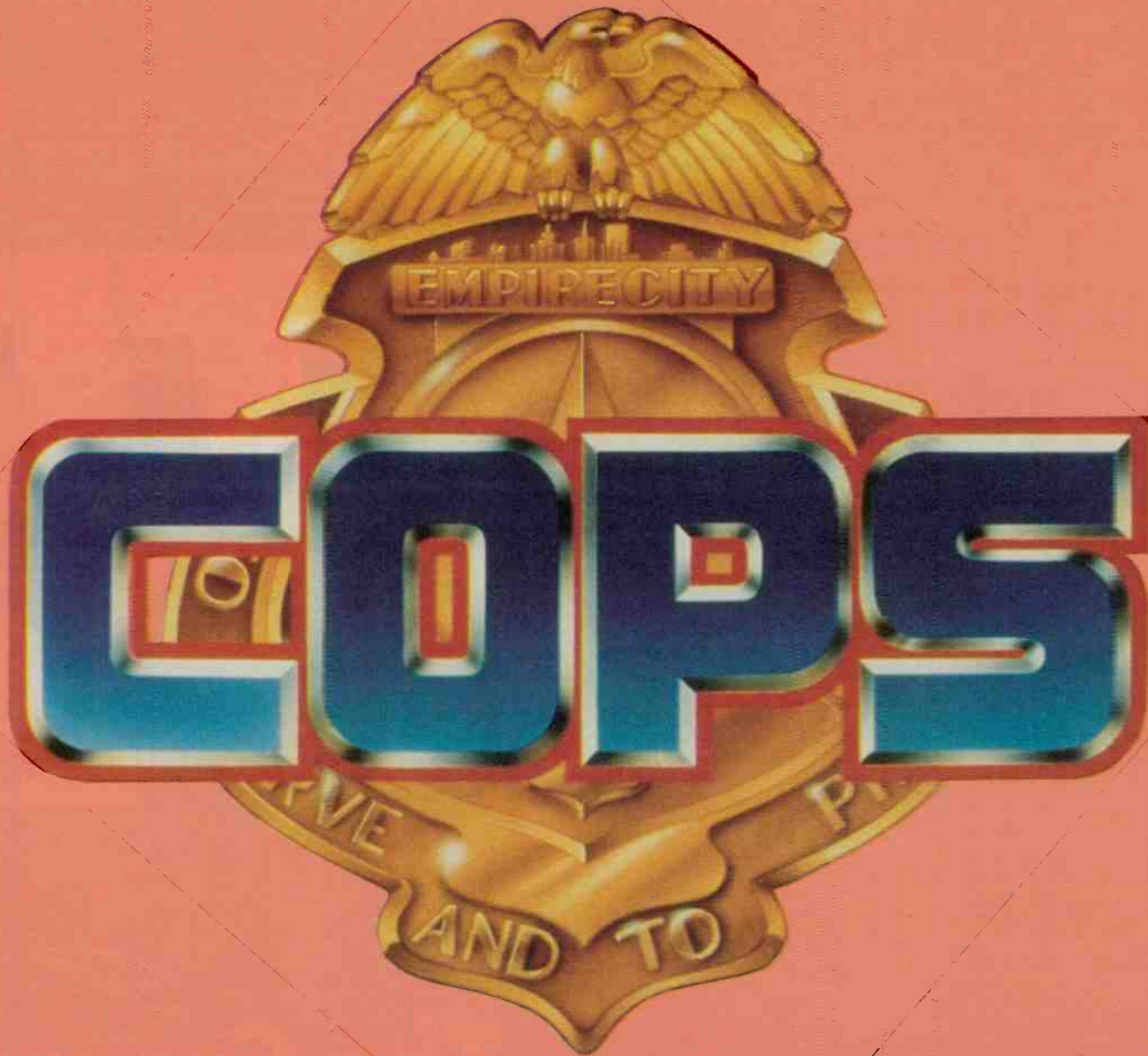
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# UAE selling off foreign cable systems

By KATHY CLAYTON  
Staff reporter

DENVER—United Artists Entertainment Co., the third-largest cable operator in the United States, recently sold its cable systems in Sweden and Norway to United International Holdings and agreed to sell its franchises in Israel to the group as well.

United International, a Denver-based entertainment company formed last May, has completed its purchase of the Swedish systems. It's in the process of obtaining regulatory approval for the Norwegian and Israeli systems.

UAE had seven franchises in Sweden with 35,000 subscribers, currently passing about 56,000 homes, and 15 franchises with about 95,000 customers, passing some 135,000 homes in Norway.

The company also owns a couple of unbuilt franchises in Israel that will pass about 225,000 homes.

UAE Vice Chairman Stewart Blair said the assets did not fit strategically with UAE's long-term plans.

United International President Bill Elsner said the Norwegian and Swedish systems should eventually pass about 300,000 homes.

UAE will remain involved in its operations in the United Kingdom, where it is the biggest U.S. cable system investor.

United International must still receive approval to take over the Israeli and Norwegian franchises, UAE said.

Terms of the deal weren't disclosed, but analysts last summer placed the value of the systems at \$35 million to \$50 million.

Among the officials at United International are former officers of United Cable Television Corp., which merged with United Artists Communications in May.

Those officers include Mr. Elsner, former

chief financial officer, now president of United International, and Mark Schneider, former United International vice president of marketing, now president of the foreign division.

In addition to buying the cable systems, United International has completed its purchase of the 28 existing stores of Blockbuster Video, a videocassette rental chain, and has the franchise rights to an additional 72 stores.

Mr. Elsner said United International will continue to look for other cable properties, predominantly overseas companies, but he wouldn't rule out U.S. purchases. #

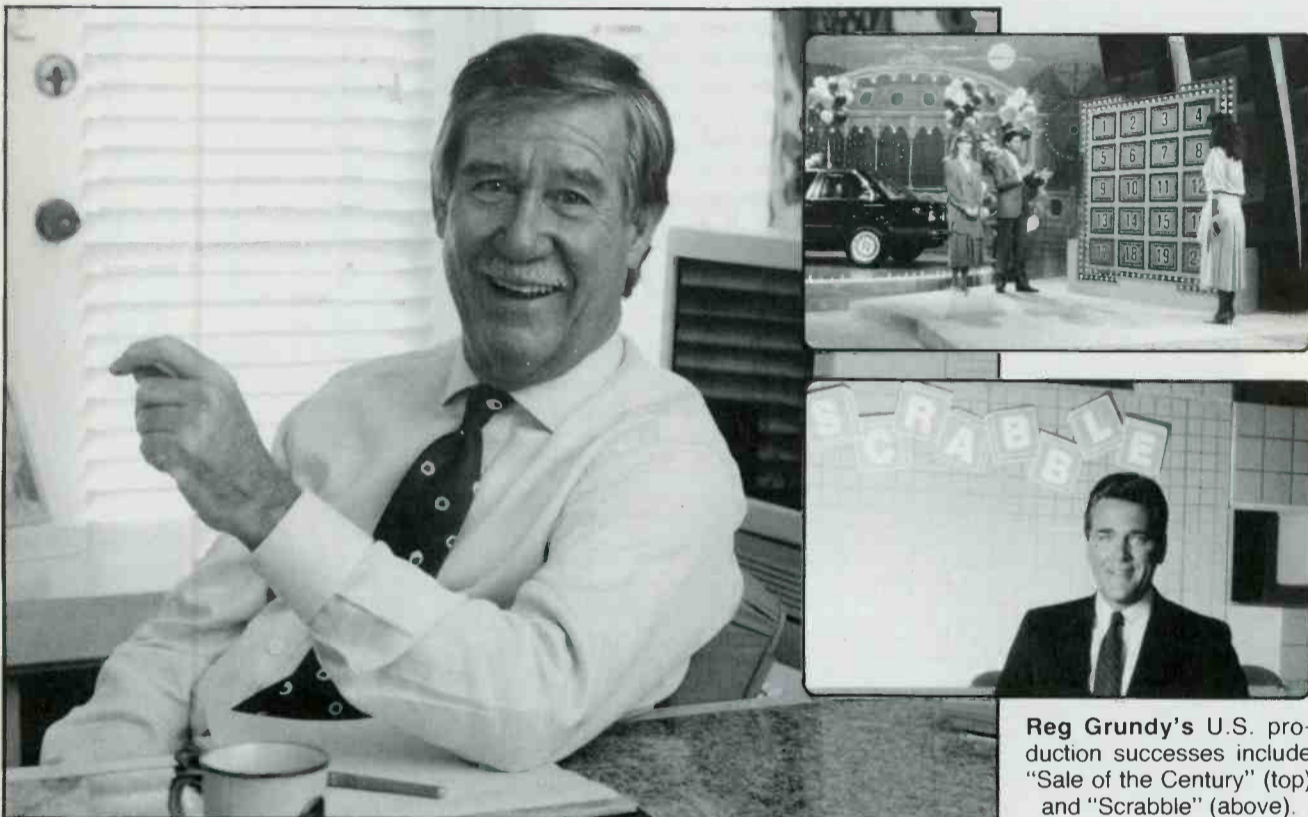


Photo by Tim Petros

Reg Grundy's U.S. production successes include "Sale of the Century" (top) and "Scrabble" (above).

## Australia's TV king

Reg Grundy's game shows are his passport

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—Forty years ago, Australian Reg Grundy was working at a Sydney radio station as a sports announcer.

Today, he's sitting atop one of the most elaborate international production and distribution companies in the world.

The Grundy Organization, which Mr. Grundy runs as owner, chairman and chief executive officer, has production centers in Australia, the United States, France, the United Kingdom, West Germany and New Zealand.

And, as the 66-year-old Mr. Grundy pointed out during a recent interview at his condominium in Century City, Calif., the organization is forming new production companies in

Spain, Belgium, Scandinavia and Italy.

While other companies plan their expansion into the international realm of the television business in anticipation of the relaxation of European trade barriers in 1992, Mr. Grundy's company has been forging ahead with a plan of its own.

"We have not waited for 1992; it's 1992 for us now," he says.

"We're not standing around saying, 'Will we get our feet wet?' We're in there up to our hips. We're doing it. We're producing in all of those countries."

Some companies with successful game shows—one of the Grundy Organization's staples—simply license their formats in another country, but Grundy retains all the rights to its programs and opts to move in and produce the show itself.

(Continued on Page 31)

## Al Masini rolls out 'Preview'

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—Television Program Enterprises executives this week will begin selling the pilot for "Preview," a new access strip that TPE Chairman Al Masini is personally producing.

Al Masini, who is also president of TPE's parent company, Cox Communications-owned TeleRep, said all seven of the Cox-owned television stations likely will carry the show when it premieres in fall 1990.

"Preview" will look at new movies, TV shows, music, fashion and lifestyle trends.

While some industry sources say "Preview" sounds like it is being developed as a companion piece to "Entertainment Tonight," Mr. Masini says his new show can work with just about anything in access.

Mr. Masini created "ET" nine years ago and Paramount Domestic Television currently distributes the strip, which consistently makes the top ten ratings list for syndicated shows.

TPE also sells the national barter spots in "ET." Mr. Masini says he expects to grab access time periods from the crowded field of tabloid-style shows jockeying for those time slots this year.

"Preview" will emphasize the "positive," and therefore will be "advertiser friendly," he says.

TPE will produce, distribute and sell all national advertising for the new show.

(Continued on Page 42)



AL MASINI  
TPE chief

## Broadcasters vow opposition to kids' TV laws

By LAURA MALT  
Staff reporter

WASHINGTON—Broadcasting industry leaders last week vowed to fight children's TV legislation approved recently by the Senate Commerce Committee.

"We're going to continue working on this issue vigorously," said Dan Phythyon, a vice president for the National Association of Broadcasters.

At issue is a measure being backed by Sen. Daniel Inouye, D-Hawaii, that would, among other things, require broadcasters to offer educational programming for children.

The programming proposal was originally included in legislation advanced by Sen. Tim Wirth, D-Colo.

Broadcasters prefer tamer children's TV legislation that is backed by Rep. Ed Markey,

**The Senate Commerce Committee has promised to consider children's TV obligations for cable.**

D-Mass., chairman of the House telecommunications subcommittee.

But as the Senate Commerce Committee voted 12-8 in favor of Sen. Inouye's bill, members said Rep. Markey's legislation didn't go far enough.

In addition to the programming requirement, the new Senate bill includes provisions from Rep. Markey's bill that would limit advertising on children's TV programming to 12 minutes

per hour on weekdays and 10½ minutes per hour on weekends.

Although the next step is for the full Senate to consider Sen. Inouye's bill, the lawmakers have agreed to give broadcasters 30 days to respond.

During an earlier hearing on the bill, NAB President and Chief Executive Officer Eddie Fritts voiced opposition.

It was uncertain whether broadcasters' opposition on the children's TV issue will affect their effort to win new must-carry rules, which would assure stations of carriage on cable TV systems.

"If there's fallout in must-carry or other issues, that's beyond our control," NAB's Mr. Phythyon said.

On the children's TV front, the NAB appears to have found an ally in the Justice Department. Earlier this month, the department said

it believed that any legislation requiring broadcasters to meet children's TV programming guidelines is unconstitutional.

Meanwhile, the Senate Commerce Committee has promised to consider a proposal by Sen. John Danforth, R-Mo., to extend children's programming obligations to cable operators.

The National Cable Television Association had no comment.

"We're going to keep a very low profile on this," said John Wolfe, NCTA spokesman.

The NCTA may choose not to oppose the proposed regulation since many children's cable services, such as The Disney Channel, don't carry advertisements in the first place.

Legislation similar to that sponsored by Rep. Markey was approved by Congress in the last session but was subsequently vetoed by President Reagan. #

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New York	WNBC(N)	SAT	2:00AM	4.9/33	#1
Los Angeles	KHJ(I)	SAT	10:00PM	6.0/12	#2
San Francisco	KPIX(C)	SAT	12:30AM	2.1/11	#3
Detroit	WKBD(I)	SUN	11:00AM	7.5/20	#1
Dallas	KXAS(N)	SAT	12:00M	4.8/17	#1
Minneapolis	KMSP(I)	SAT	12:00M	2.2/12	#2
Miami	WSVN(I)	SAT	11:00AM	2.9/11	#3
St. Louis	KMOV(C)	SAT	11:30PM	6.5/19	#2
Denver	KCNC(N)	SAT	12:00M	4.7/24	#1
Phoenix	KTSP(C)	SAT	3:00PM	5.9/14	#2
Sacramento	KCRA(N)	SAT	1:00AM	3.4/22	#1
Hartford	WTNH(A)	SAT	11:30PM	4.2/14	#2



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# Military outlet lends 'touch of home'

(Continued from front cover) industry, AFRTS provides commercial-free radio and TV programming to U.S. military installations around the world, using five satellites to beam 24 hours of programming through its Los Angeles uplink facility each day.

The programming is picked up by about 400 broadcast stations on land and also is sent on videotapes to 500 ships at sea. AFRTS estimates a daily viewing audience of 1.3 million.

"We provide a touch of home," says Melvin Russell, assistant director of the Armed Forces Information Service, which oversees AFRTS.

The touch includes the evening newcasts of the ABC, CBS and NBC TV networks as well as programming from the cable news service CNN, sports programs and a selection of syndicated entertainment shows.

Except for the playing of the national anthem at the beginning and end of each day's broadcast, plus the occasional presence of uniformed news anchors with close-cropped hair, AFRTS programming looks much like that available stateside.

The military audience's favorite shows also mirror those in the States; "The Cosby Show" is tops this year.

AFRTS officials give themselves partial credit for the success of ABC's "General Hospital," the first soap opera to be aired on AFRTS.

"They built up a tremendous following with the wives living overseas," says Gerald Fry, AFRTS director of programming. These women "became fanatics" for the show on their return home, he says.

However, the mainstay of military television and radio is not entertainment but news, for which U.S. soldiers and their families have "an unbelievable appetite," says Mr. Russell.

Much of this appetite would go unsatiated were it not for support for AFRTS by the domestic television industry.

For reasons that some attribute to patriotism, the industry makes it easy for AFRTS to buy and distribute its programming.

For example, the Big 3 networks and CNN give AFRTS their news and sports programs for only a nominal administrative fee, says Mr. Fry, and allow them to be transmitted to armed forces personnel at the same time the programs appear in the United States.

For other programming, AFRTS pays prices a stateside commercial broadcaster would envy.

Mr. Fry, who is operating on a \$7.9 million program acquisition budget for the year ended Sept. 30, figures AFRTS pays only "6 or 7 cents" for each dollar a commercial broadcaster would pay.

Entertainment unions play a major role in making such price breaks possible by waiving their rights to residual fees.

"The entertainment industry as a whole has been very gracious," Mr. Fry says.

Syndicators will usually sell their programs to AFRTS one season after they've aired stateside, according to Mr. Russell.

Most syndicated shows are bought under contracts giving AFRTS the right to buy a certain



U.S. soldiers can watch AFRTS programming including popular fare such as "The Cosby Show" (above, left) on about 400 broadcast stations or via videotapes sent to 500 ships at sea.

number of hours of programming at a certain price. A few, such as one-time specials, however, are negotiated separately, but the military does not engage in wide-open bidding wars.

"If we can't buy it within our budget we basically pass on it," says Beverly Fotiadis, director of contracting.

However, instances of program distributors refusing to negotiate are "very, very, very, very rare," she says.

"Many companies are still very patriotic, I'm happy to say, and want to give us all the programming they have," says Mr. Fry.

"And, while we don't pay them a lot, we pay them something, and sometimes it's a pretty good piece of change."

In return for such favored treatment, AFRTS agrees to do what it can to ensure that its programming is distributed to military personnel only. Efforts include restricting transmission power or scrambling signals, says Mr. Russell.

Military program buyers make their entertainment programming selections on the basis of U.S. ratings and requests from AFRTS stations.

"We select what the American public thinks is the most interesting," says Mr. Fry.

However, AFRTS says it follows common industry standards in prohibiting pornography, programs that propagate racial, ethnic or religious prejudice, and programs promoting drugs,

anarchy, religious cults and "deviant or socially unacceptable behavior."

Even with these rules in place, some people still complain that shows are offensive.

Yet they may watch AFRTS anyway since foreign alternatives available to them may be even more offensive.

"There's programs in Italy where people take their clothes off on a game show," Mr. Fry says.

In locations with larger military presences, program directors mix AFRTS satellite feeds and tapes with their own local programming, then send that out over cable or broadcast radio and television channels.

More remote areas are served by weekly videotape shipments.



AFRTS officials give themselves part of the credit for the success of ABC's "General Hospital" (above), the first soap opera to be aired on AFRTS.

Every base has some kind of program listing, whether it be the glossy TV Guide look-alike distributed in Europe or a rundown in AFRTS's newspaper counterpart, Stars and Stripes.

Despite AFRTS's stated policy against censorship, some local broadcasts are restricted to avoid offending the host country, says Lt. Col. Tom Hansen, director of operations in Washington.

Adrian Cronauer, the former AFRTS disc jockey loosely profiled in the recent movie "Good Morning, Vietnam," adds that censorship of local news went further than that, at least during the Vietnam War.

In 1965, he says, his U.S. military radio station in Saigon was prohibited from airing a story about the U.S. Air Force losing a nuclear device over the coast of Spain, a story that the other news services at home and abroad covered.

"The only explanation I ever got was, 'It might be embarrassing to the Air Force,'" he says.

But he says he learned to enjoy the job despite its "frustrating" limitations.

"Culture shock would set in with a vengeance" when soldiers arrived at overseas bases, he says. "It was our job to provide a morale factor for these people."

Among the radio bits he developed during his years in Vietnam was a sultry-voiced woman on the base playing the "AFRTS friendly thermometer" who told the troops how hot she felt that day.

Another was a takeoff on James Bond movies, in which "Special Agent 678" received secret messages revealing the base's most recent list of people who needed to pick up baggage.

U.S. radio and TV programming is often the most immediate link to home U.S. servicemen and -women have.

"It was a very, very good morale booster," recalls ex-AFRTS staffer Wally Jorgenson, former chairman of the National Association of Broadcasters and now executive vice president of Hubbard Broadcasting.

Mr. Jorgenson, who ran an Armed Forces Radio network in Japan during the World War II occupation, is among several noted broadcasters who honed their skills in AFRTS.

The service got its start—as a radio network—in World War II as a way to give soldiers news from home while combating the enemy propaganda efforts waged by "Axis Sally" and "Tokyo Rose."

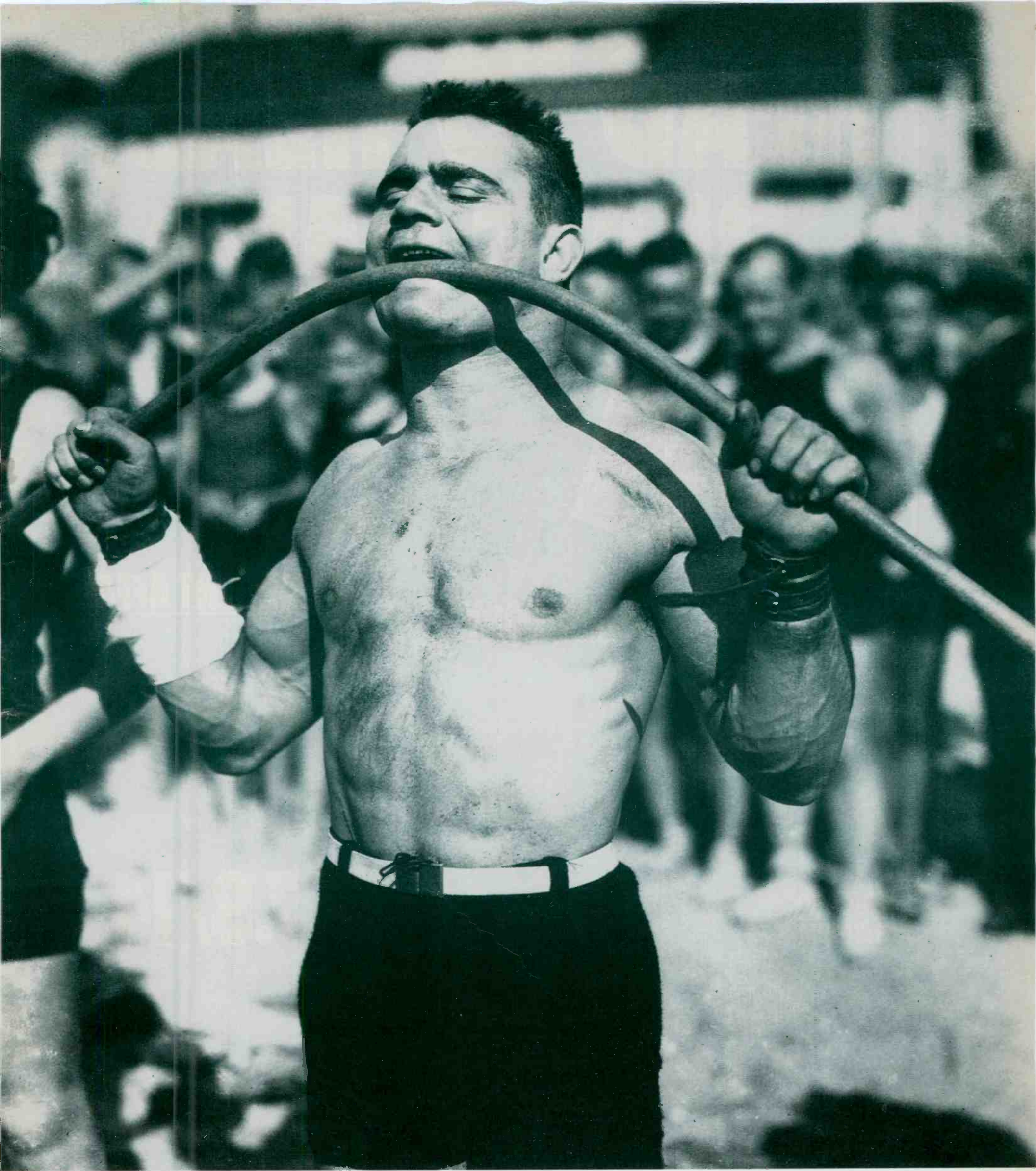
Nowadays, AFRTS programming gets a special military flavor through public service announcements on such topics as how to help children cope with frequent moves.

There are also what AFRTS production chief Peter Satterlee calls "Americana" spots designed to "create feelings of pride in America."

Looking toward the future, Mr. Russell says he'd like to complete the service's conversion to satellite delivery.

For example, he notes, some ships still aren't equipped with dishes.

"We take seriously the role of providing a mirror image of American radio and television—what's good about it and what's bad about it," Mr. Russell says. #



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NSS RANKING REPORT, WEEK OF 9/25/89.

## HARD COPY

## A CURRENT AFFAIR

LOS ANGELES  
7:30 PM

7.7/13

8.6/15

CHICAGO  
6:30 PM

4.9/9

7.8/14

ATLANTA  
4:30 PM

4.1/9

12.6/28



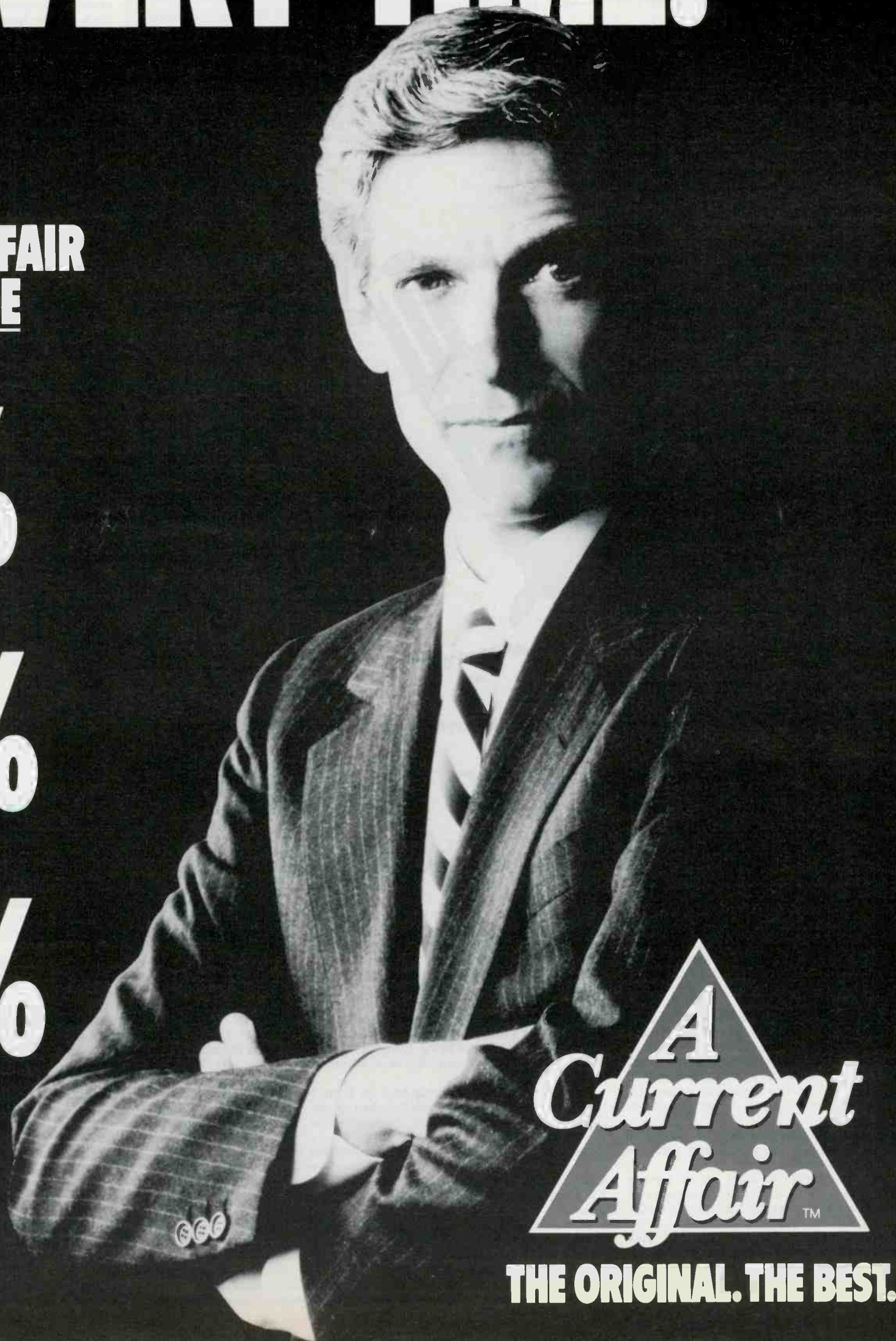
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**56%**

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# JForum lets journalists spar by computer

By DANA BLANKENHORN  
Special to ELECTRONIC MEDIA

The press club of the future is open 24 hours a day now. Called JForum, it's a personal computer-based journalism forum offered by CompuServe, an on-line service in Columbus, Ohio, that's owned by H&R Block.

When a controversy arises in television news, newspeople around the country fill JForum's message bases with comments and background information on it.

"We had a flurry of activity after the ABC News simulation story came out," says Jim Cameron, system operator for the 7,500-member JForum.

"We had a lot of good debate. I think ABC lost that one—they had few defenders."

Another recent debate on the service involved video news releases, with a former network producer defending them against numerous news directors, says Mr. Cameron, who's also a radio consultant and part-time news anchor for the Uni-star-owned radio stations.

Reaching the JForum is as simple as keying in "go jforum" once the computer's modem has dialed into CompuServe.

Using the service through the CompuServe network costs

**'We had a flurry of activity after the ABC News simulation story came out. We had a lot of good debate. I think ABC lost that one—they had few defenders.'**

—Jim Cameron  
system operator, JForum

\$12.80 per hour. A membership kit, including \$25 in on-line time, is available for \$39.95.

The most important new addition to the library, Mr. Cameron says, is a daily column called "Rumorville USA."

"Rumorville" came to CompuServe from The Source when

CompuServe bought and closed that service this summer.

"Rumorville," which has been published on-line since 1983, follows the comings, goings and controversies among TV newspeople.

It's written by Don Fitzpatrick, a television news headhunter in San Francisco.

It started as a private letter among friends, he says, and has grown into a daily project with 250 official subscribers and thousands of pass-along readers.

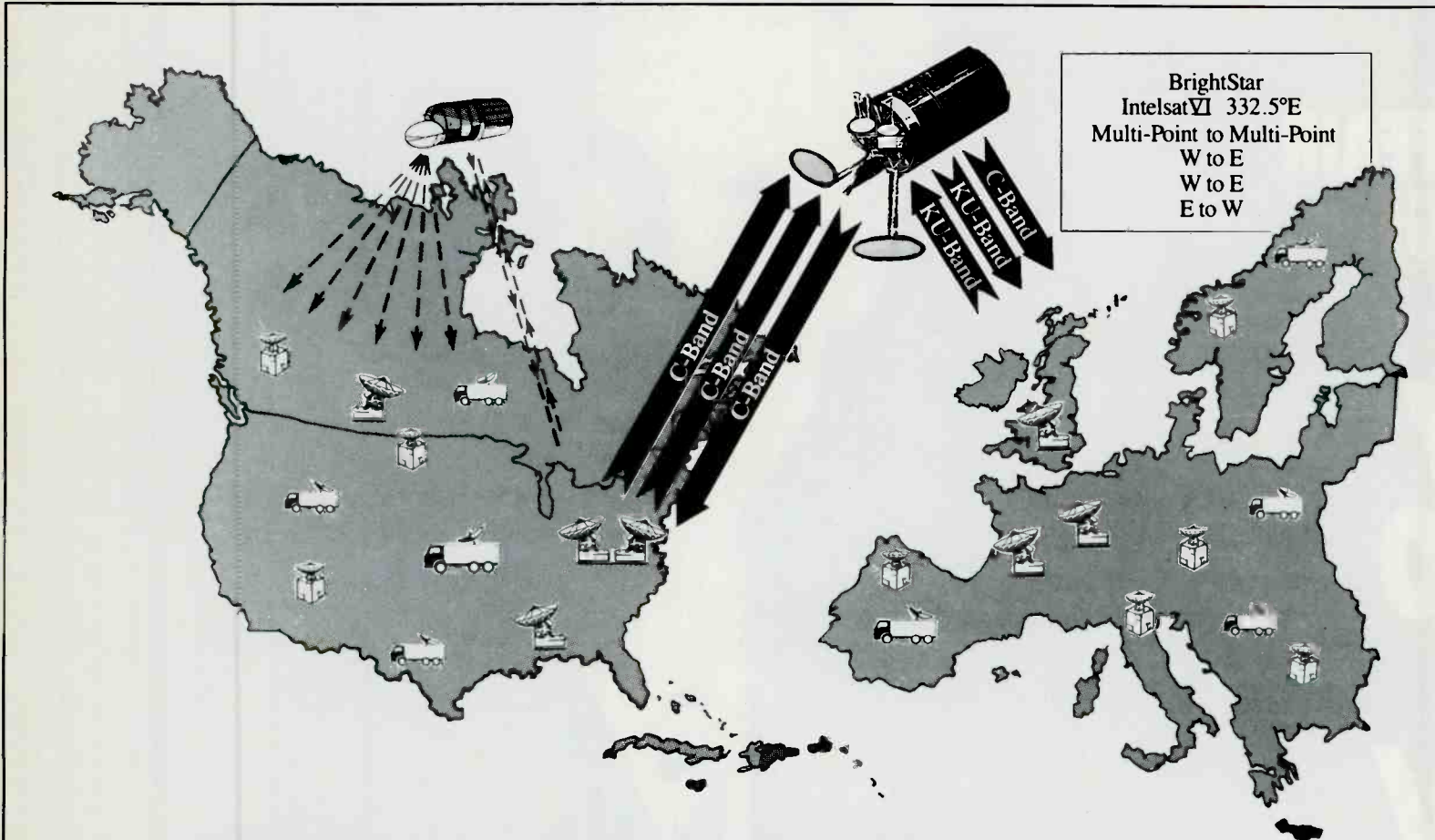
Anyone subscribing to CompuServe can register for the JForum on-line and then request a subscription to "Rumorville," which is delivered to a CompuServe mailbox.

But while "Rumorville" is popular—readership has increased about 40 percent since CompuServe picked it up—Mr. Fitzpatrick says he loses \$50,000 a year on the column after royalties from readers' CompuServe time are added in.

However, he says the publicity alone is worth it.

"It lets people know that we know things," says Mr. Fitzpatrick. "It's good for our business if they know we know what they know."

In addition to the newsletter, Mr. Fitzpatrick also posts such items as information on making audition tapes on-line, and he's begun listing open TV news jobs through CompuServe. #



BrightStar will soon be able to uplink a C-band transmission and downlink it in Europe as a Ku-band signal.

## Direct to Europe

### BrightStar service eases home dish transmissions

By HOLLY GARLAND  
Special to ELECTRONIC MEDIA

Long a leader in one- and two-way transmissions between North America and Europe, BrightStar Communications Ltd. is trying to take that ability a step further into Europeans' backyards.

New York-based BrightStar is ready to offer a service that will virtually give North American companies immediate access to anyone in Europe with a backyard satellite dish.

Bill Page, BrightStar's vice president in North America, says this capability comes at a time when demand for small dishes throughout Europe is strong.

For example, Rupert Murdoch has launched his own satellite service in England, and the market in France is booming.

BrightStar expects to start up its service when it adds a third full-time transponder in operation on the Intelsat 332.5 E satellite by the end of the year.

That west-to-east transponder will give BrightStar the ability to transmit programming directly to small, receive-only dishes across Eu-

rope.

"Since the difference in C-band and Ku-band is in the frequency and not the quality," says Mr. Page, "the advantage to be able to directly convert C-band to Ku-band is twofold."

"Because of the Ku-band makeup of the satellite, businesses can receive the signal directly to their own dish," he adds.

"Before this technology, you had to bring C-band down in Europe and either microwave the signal to your facility or bring down the C-band and then up- and downlink Ku on a European bird."

Typically, satellite transmissions go from a large, lower-power C-band satellite dish on one side of the Atlantic to another C-band dish on the other side.

From there, the signals are either transmitted by microwave or converted to Ku-band—a higher-power transmission—and uplinked for Ku-band transmission to smaller, backyard dishes.

With BrightStar's latest development, C-band transmissions in the United States can now be directly downlinked to Ku-band dishes through a process called strapping.

In addition to serving its broadcast clientele, the company hopes to use this development to establish itself in the business television sector, Mr. Page says.

"The future looks even better," says Mr. Page. "The next step in the technology will be to take on more channels."

BrightStar already is a major satellite carrier for CNN, the BBC and The Christian Science Monitor. In addition, the service acts as a major carrier for sporting events across the Atlantic.

This year, in addition to bringing the MTV Music Video Awards ceremony to Europe, BrightStar transmitted the Mike Tyson vs. Frank Bruno boxing match abroad and brought 10 hours of Ireland's Ryder's Cup Golf Tournament to USA Network.

It also arranged for 18 hours of live, closed-circuit viewing of Irish hurling and football direct from Dublin.

In addition to this new capability, by leasing its third transponder on IntelSat, BrightStar also put to rest the speculation that it was planning to move its operation to PanAmSat.

BrightStar is one of IntelSat's largest video service end-users. #

## HDTV contract awarded

The Pentagon's Defense Advanced Research Projects Agency has awarded a **high-definition television contract** to New York-based Projectavision for \$1 million. This is the first of up to \$30 million in grants DARPA plans to award in an effort to develop the new technology. A DARPA spokeswoman said 40 other companies are being

### TECHNOLOGY BRIEFS

considered for funding, but she wouldn't identify them. Among those applying for funds was a consortium formed by Zenith Electronics Corp. and AT&T. The spokeswoman said she may announce more contracts this month.

\* \* \*

The second annual **LPTV conference and exposition** will run Nov. 5 to 8 at the Riviera Hotel in Las Vegas. In addition to an equipment exhibition, the low-power television convention, sponsored by the Community Broadcasters Association, will offer seminars on such basics as understanding TV ratings, financial management and programing. In addition, several sessions will focus on regulatory matters concerning the LPTV industry.

\* \* \*

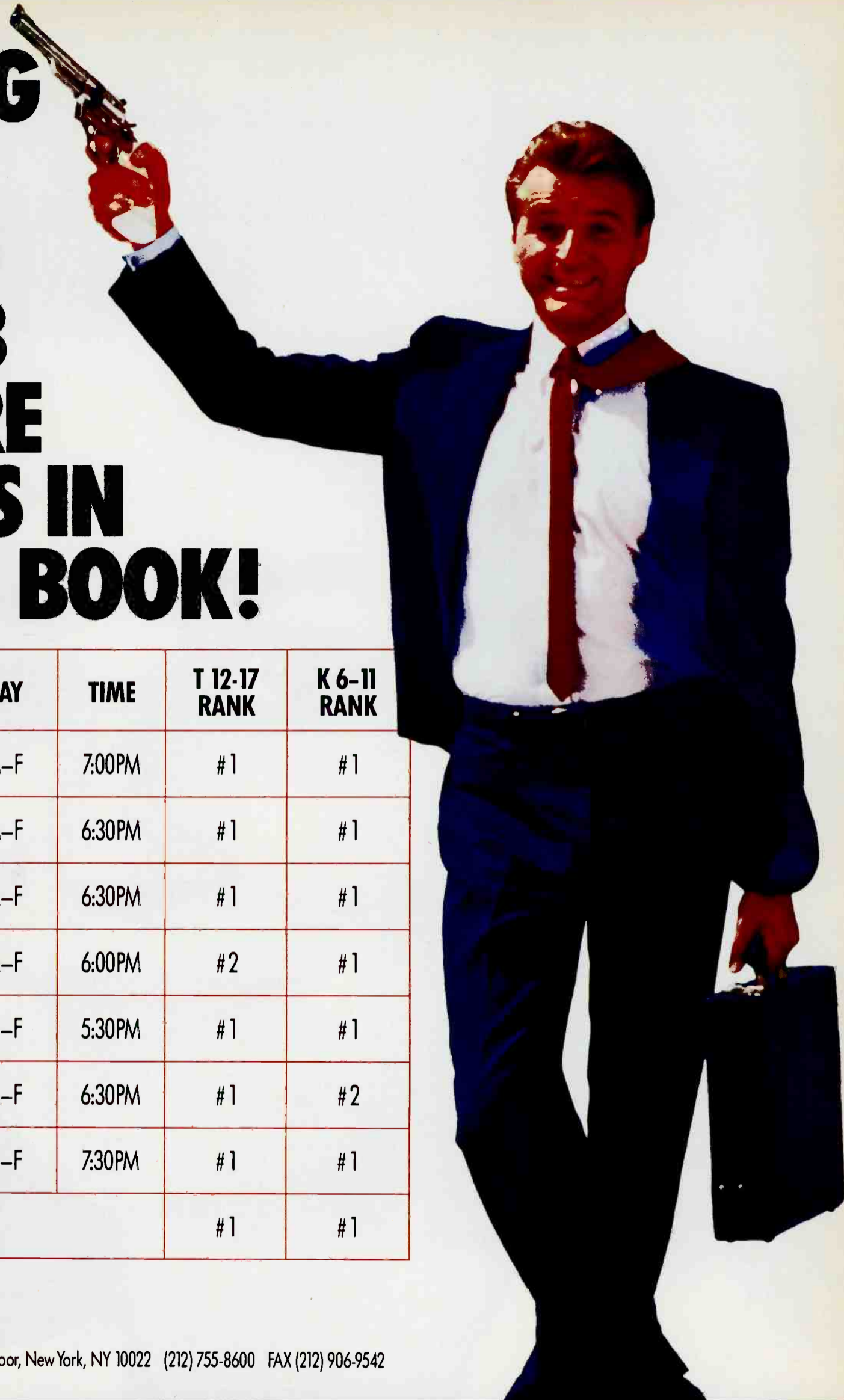
Taiwan has signed a \$10.3 million contract with **GTE Spacenet International Corp.** to supply a satellite communications earth station in Taiwan. The purchase, made by a trade mission representing the country, is part of an effort by Taiwan to purchase \$4 billion in goods from the United States to remedy a trade imbalance between the two countries. The deal was announced during a "Buying American" Mini-Catalog Show in Boston last month.

\* \* \*

Tele-Communications Inc. and wholly owned subsidiary WestMarc Communications are planning to install more than **400 miles of fiber-optic cable** from the headend to the home in various cable systems next year at a cost of more than \$11 million. J.C. Sparkman, TCI's chief operating officer and executive vice president, said that by the end of this year, TCI will have installed 87 miles of fiber trunk in eight systems, while in 1990, the amount of fiber will be five times that. #



# #1 AMONG YOUNG VIEWERS IN 7 OF 8 PREMIERE MARKETS IN ITS FIRST BOOK!



MARKET	STATION	DAY	TIME	T 12-17 RANK	K 6-11 RANK
MIAMI	WDZL	M-F	7:00PM	#1	#1
ST. LOUIS	KPLR	M-F	6:30PM	#1	#1
SACRAMENTO	KCSH	M-F	6:30PM	#1	#1
HARTFORD	WTXX	M-F	6:00PM	#2	#1
ORLANDO*	WOFL	M-F	5:30PM	#1	#1
SCRANTON	WOLF	M-F	6:30PM	#1	#2
ALBANY*	WXXA	M-F	7:30PM	#1	#1
AVERAGE				#1	#1

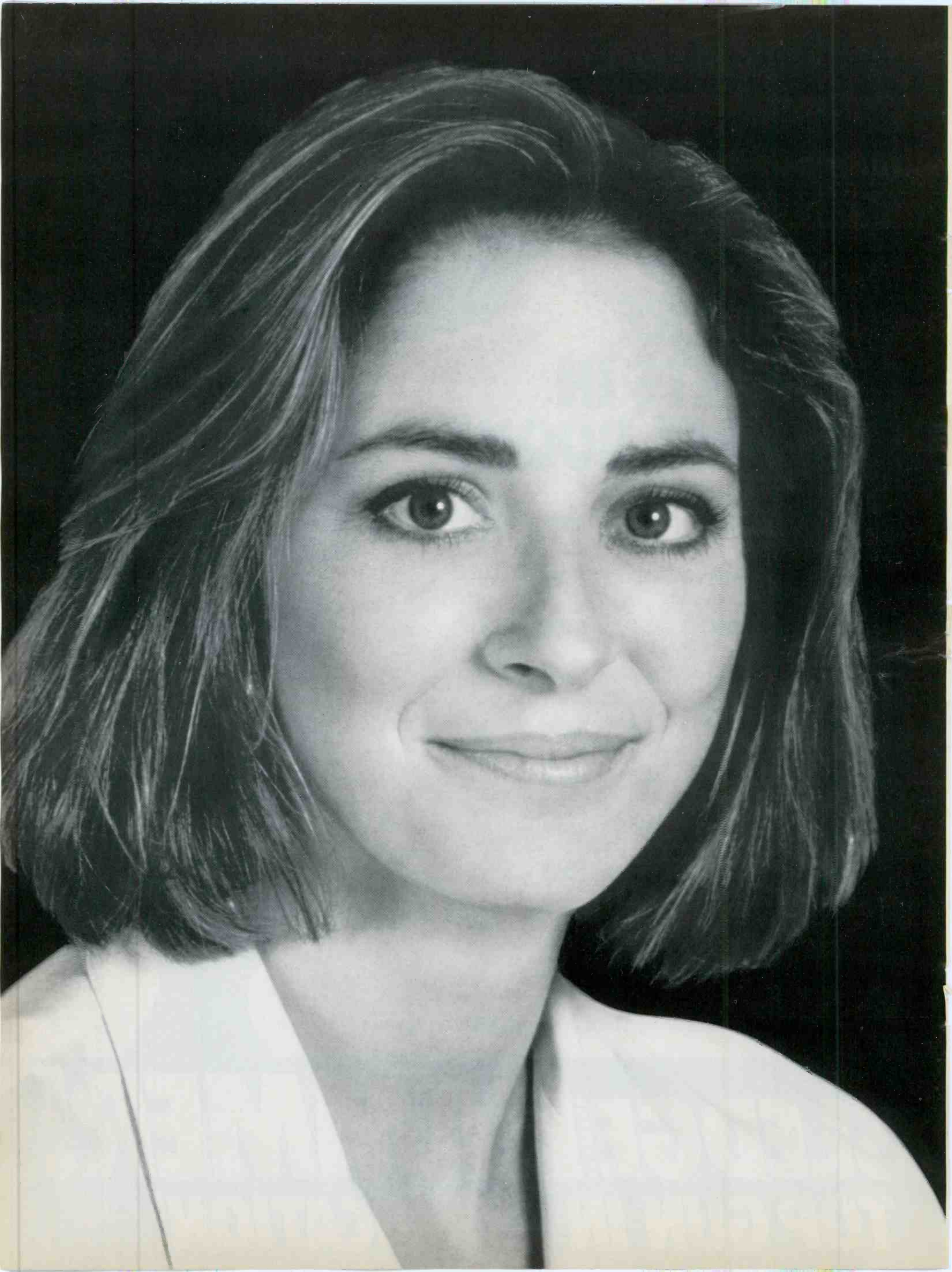
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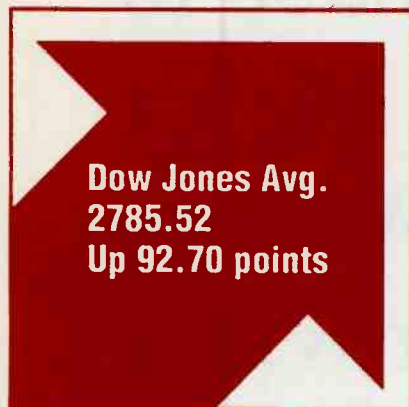
### **Noted Journalist Joins Line-up**

Following on the heels of its acquisition of "L.A. Law," Lifetime, the only network for women, has signed former CBS news correspondent Jane Wallace to host her own weekday talk show.

Appropriately titled "The Jane Wallace Show," the hour-long program provides valuable information to help women make better informed choices about crucial issues affecting them today. "For me, this show is an opportunity to combine professional experience with real life," says Wallace. "There aren't too many places today where these matters are explored beyond the sensational. Lifetime and I are looking forward to creating one of them." The show premieres October 23.

### **Outstanding Career**

The distinguished journalist brings her impeccable credentials to Lifetime's growing roster of outstanding on-air

**ELECTRONIC MEDIA stock index  
for the week ended Oct. 6**

**Winners**

	Oct. 6	Change from Sept. 29
Cap Cities/ABC	\$550.00	+\$25.00
Washington Post	\$306.25	+\$8.75
Disney	\$127.88	+\$7.00
Time Inc.	\$143.50	+\$4.62
Paramount Comm.	\$62.62	+\$4.38
Viacom	\$63.00	+\$4.00
CBS	\$210.25	+\$4.00
Coca-Cola	\$70.62	+\$3.62
Multimedia	\$102.50	+\$3.50
General Electric	\$58.88	+\$2.38
General Instrument	\$37.38	+\$2.25
ATC	\$50.75	+\$2.25
Comcast	\$29.38	+\$2.12
Jones Intercable	\$20.50	+\$2.00
A.H. Belo	\$37.75	+\$2.00
Tribune Co.	\$57.88	+\$1.88
TCI	\$20.62	+\$1.75
United Artists	\$23.25	+\$1.75
Zenith	\$15.88	+\$1.38
King World	\$35.00	+\$1.38
Warner	\$66.50	+\$1.38
Cablevision	\$45.88	+\$1.25
Scientific-Atlanta	\$23.00	+\$1.00
Carolco	\$11.75	+\$0.88
Itel	\$27.62	+\$0.88
TBS	\$53.62	+\$0.62
MCA	\$67.75	+\$0.62
McGraw-Hill	\$74.50	+\$0.6
FNN	\$7.38	+\$0.50
Century Comm.	\$15.25	+\$0.50
Knight-Ridder	\$54.00	+\$0.50
Playboy Enterprises	\$17.50	+\$0.25
CVN Cos.	\$20.38	+\$0.25
Times Mirror	\$39.62	+\$0.25
Home Shopping	\$4.12	+\$0.12
Media General	\$39.75	+\$0.12

**Losers**

	Oct. 6	Change from Sept. 29
Gannett	\$44.50	-\$0.75
Stripps Howard	\$74.00	-\$2.00

**Unchanged**

	Oct. 6
Wavetek	\$4.88

Note: Closing figures are price per share.  
Source: Nordby International

# Media stocks flying high

## Mega-mergers mark 3rd quarter stock activity

By NEIL NORDBY

Special to ELECTRONIC MEDIA

Media stocks starred in the third quarter, as takeovers were once again the rage from Wall Street to Hollywood Boulevard.

Just ask Time Inc., which snapped up Warner Communications for \$14 billion—the second-largest takeover in 1989.

Or ask Columbia Pictures Entertainment, which agreed to be acquired by Sony Corp. for \$3.4 billion.

Or ask Qintex Group, which agreed to acquire MGM/UA Communications Co.'s United Artists assets for \$25 a share. Of course, that was before last week's collapse of the deal.

These were but a few of the last quarter's mega-mergers that continued to shake up, shake out and consolidate the media industry.

The shock waves of these takeover tremors were certainly felt by the ELECTRONIC MEDIA Stock Index, which posted another glittering performance last quarter.

Flexing muscles it never knew it had, the ELECTRONIC MEDIA Stock Index exhibited a jazzy show of strength during the third quarter, vaulting 597.34 points to yet another record high of 5756.17.

In percentage terms, each media stock enjoyed an average gain of 11.58 percent, propelling our indicator of 39 electronic media concerns into uncharted territory.

The widely monitored Dow Jones industrial average followed suit by smashing its previous record of 2722.42 (set August 21, 1987) en route to a new all-time high of 2785.52 as of Oct. 6, nearly two years after Black Monday.

For the quarter, this index of 30 blue chip stocks mounted a hefty 252-point, 10.36 percent gain.

Who garnered their share of investor interest last quarter?

- MGM/UA (up 24.66 percent) was popular with investors, as a short-lived bidding skirmish surfaced when Christopher Skase's Qintex Group outbid fellow Australian media baron Rupert Murdoch's News Corp. for possession of MGM/UA's studio and other assets. Qintex, however, was forced to sweeten its

offer from \$20 to \$25 a share.

- Columbia Pictures rose 24.56 percent a share after approving a \$3.4 billion takeover offer from Sony—the highest bid ever by the Japanese for a U.S. company. The Coca-Cola Co., which owns 49 percent of the studio, also turned in a stellar performance, bubbling 18.85 percent higher to reach \$67. Coca-Cola said it expects to register a fourth quarter

**For the second consecutive quarter, TBS's class B shares posted the largest gain of media stocks, rising 36.77 percent to \$53 in the third quarter.**

after-tax profit of \$530 million from the sale, and may repurchase up to 20 million (about 6 percent) of its shares outstanding with the windfall gain.

- Add Spelling Entertainment to the list of those riding the coattails of takeover fever in the electronic media sector. Late last month, Spelling, the television and film producer, said it might sell out, prompting speculators to push the stock 28.57 percent higher during the first week of October.

- Carolco Pictures (up 4.82 percent to \$10.88) joined the takeover binge with activity on two fronts. Last month, Carolco acquired a 33 percent stake in Vista Organization, a New York motion picture production and finance company. Carolco plans to purchase additional shares of Live Entertainment, in which it has a 48 percent stake.

- In the cable sector, Tele-Communications Inc. (up 8.6 percent), which has been an ac-

tive buyer during this era of merger mania, continued its aggressive acquisition campaign. Last quarter, it boosted its \$31.75-a-share bid to \$32.25 to acquire the 25 percent stake it currently doesn't hold in WestMarc Communications.

- Enter Paramount Communications, which agreed to purchase a 79 percent stake in TVX Broadcast Group from Salomon Inc. in a transaction valued at \$140 million. Paramount failed in its bid to acquire Time in July.

- On the buy side of the ledger, The Walt Disney Co. added a potentially powerful licensing package to its already colorful cast of characters with its acquisition of Henson Associates and the Muppets.

As usual, there were rumored takeover stocks, or "whisper" stocks, in Wall Street parlance.

Movie producers once again received the most attention, as analysts reassessed the studios' value in the wake of Sony's bid for Columbia.

Among those considered the most ripe for takeover are MCA (up 16.99 percent for the quarter to \$67.13), Orion Pictures (up 69.72 percent) and Paramount (down \$1).

With all the takeover activity in the movie production sector, you'd expect one of these stock issues to be the largest gainer of the lot, right?

Wrong. That honor once again went to Turner Broadcasting System (class B) for the second consecutive quarter.

The TBS gain: 36.77 percent to \$53. The reason: The company has staged a strong earnings rebound due to its programming, which includes TBS SuperStation, Turner Network Television and CNN, and posted its first quarterly profit since 1985.

Capital Cities/ABC also rewarded shareholders handsomely last quarter, posting a sterling \$60-a-share advance to \$525. It took the largest dollar-gained honors of the lot for the three-month trading session. #

Neil Nordby is president of Boulder, Colo.-based Nordby International, an international stock market analysis firm.

## TV evolving into a global stage

Baseball fans in more than 10 countries will follow the U.S. pennant race down to its last out this year, while European viewers can't wait to tune in to the next episode of "Dynasty."

Twenty years ago these international entertainment events would have been nearly impossible. Today, entertainment marketers are realizing that what appeals to their audiences can also appeal to the rest of the world.

The product may need to be altered a bit to fit cultural needs, but entertainment companies are realizing there is limitless potential in international markets. The globalization of the entertainment industry is a reality.

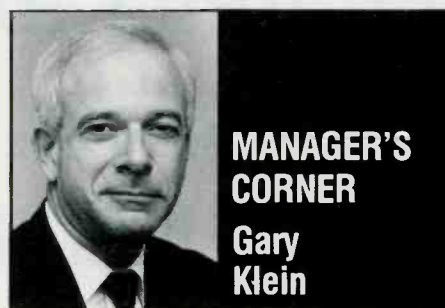
With these changes comes the need to develop a new position within the company. In the past, entertainment companies have had no need for a "marketing manager" in the true consumer packaged goods sense of the word.

Instead, marketers were lumped together with the sales force—they were the folks who compiled data and audience demographics. Programmers were also identified as marketing people.

For example, before cable television came along with options such as 24-hour news and sports networks, the three big U.S. networks didn't have to create strategies to capture specific audiences. They had a virtual monopoly on the airwaves.

But in the last year, increased competition for market share has forced the TV networks and other forms of entertainment to re-examine themselves.

They realized that everyone could not have



**MANAGER'S  
CORNER**  
Gary  
Klein

as big a piece of the pie as they would like. They learned they must now reach out to the untapped global market.

To do this, entertainment marketers have identified the need for a specialist—a true product marketing manager—who can determine which products appeal to various types of people.

This trend has created a new position: the international marketing manager.

This executive must have a variety of skills, among them the ability to market entertainment like packaged goods.

Like the traditional marketer, the international marketing manager must be strategically oriented.

While the need for this position is currently high, entertainment companies will find only a few qualified candidates within the industry.

Others must be developed from a variety of sources. Senior management is now looking outside the industry for this specialized manager or grooming its executives for the job who already possess some international

experience.

The successful global marketing manager will need several skills:

- A working knowledge of foreign cultures and the ability to function in unfamiliar countries.

- Multilingual ability.

- The ability to implement strategies that take into consideration diverse cultures.

- The ability to understand the marketplace and create or adapt the product to fit into a particular culture.

- Awareness of foreign laws and regulations regarding licensing and distribution.

- Courage to take a calculated risk without any examples of whether it will work, only the chance to create a successful strategy or to learn from one's mistakes.

- "Academy training," from marketing wizards such as General Foods Corp., General Mills or Procter & Gamble Co.

- The ability to translate basic marketing concepts and apply them to other areas.

Marketing knowledge is first and foremost, while an understanding of the entertainment industry is highly desirable.

With the impending opening of the European borders and the rush to seize opportunities there, the challenge to succeed internationally becomes even greater.

The importance of a "true" international marketing manager is increasing. #

Gary Klein is a partner in Johnson, Smith & Knisely, a New York-based executive search firm specializing in the recruitment of senior-level managers and executives. Gary Knisely, the firm's managing director, also contributed to this column.

# LET'S FACE REALITY— FAMILY FEUD'S ★ A WINNER! ★

## FAMILY FEUD

**IN PREMIERE WEEK OF ITS SECOND SEASON,  
FEUD BEATS THE COMPETITION—  
PRETENDERS AND ALL NEWCOMERS ALIKE**

### ★ Reality Shows Face The Facts

- Ratings are weak
- Little viewer interest
- Oversaturated
- Advertiser concerns

### ★ Court Shows

- The verdict's in; they're a dying breed
- **FEUD** beats them all

### ★ Game Shows

- It's no contest; **FEUD** succeeds when others fail
- **FEUD's** the #3 rated syndicated game show

PROGRAM	DISTRIBUTOR	NTI RTG	FEUD'S ADVANTAGE
<b>FAMILY FEUD</b>	<b>LBS COMMUNICATIONS</b>	<b>4.9</b>	
People's Court	Warner Bros.	4.5	+ 9%
Inside Edition	Kingworld	4.4	+ 11%
Hard Copy*	Paramount	4.2	+ 17%
Love Connection	Warner Bros.	2.8	+ 75%
USA Today	GTG	2.8	+ 75%
Crimewatch Tonight*	Orion	2.4	+ 104%
The Judge	Genesis	2.0	+ 145%
Third Degree*	Warner Bros.	2.0	+ 145%
Divorce Court	Blair Ent.	1.9	+ 158%
Win, Lose Or Draw	Buena Vista	1.8	+ 172%
Trial By Jury*	Viacom	1.6	+ 206%
Jackpot*	Palladium	1.0	+ 390%

\*New season entry  
Source: w/o 9/18-22, 1989 NSS

**Eliminate the risk of fading shows and unproven newcomers**

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STILL A PROVEN WINNER!**

National Advertiser Sales

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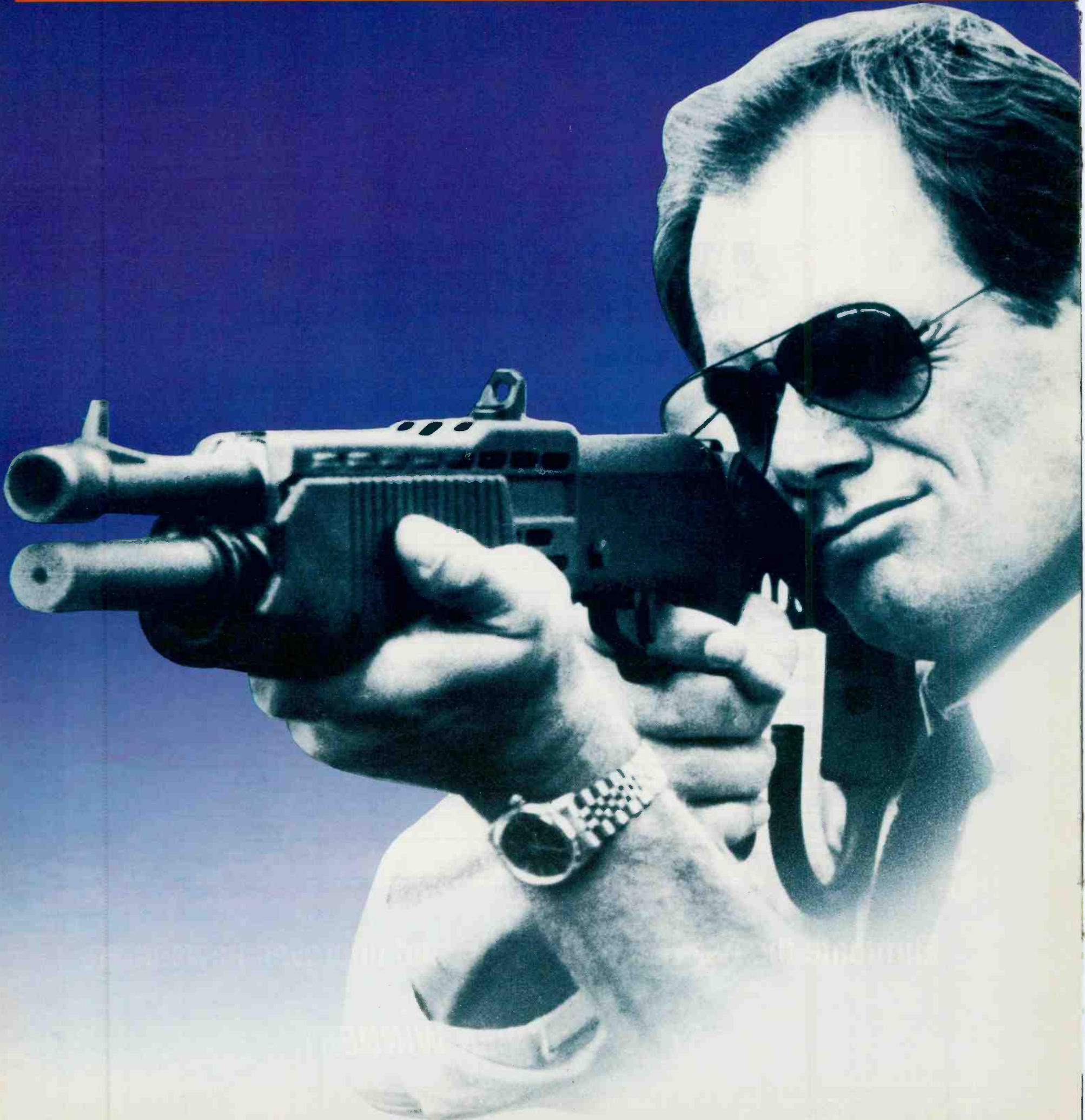
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# OUTGUNS THE



# SITCOMS!

**3RD  
SMASH WEEK!**

**FOR THE THIRD WEEK IN A ROW...**

**6.3 RATING / 13 SHARE**

**HUNTER ON KTLA — OUTGUNS  
EVERY SYNDICATED SITCOM IN PRIME ACCESS!**

PROGRAM	RATING	SHARE
<b>HUNTER</b>	<b>6.3</b>	<b>13</b>
WHO'S THE BOSS?	4.5	9
KATE & ALLIE	3.3	7
COSBY	5.7	11
NIGHT COURT I	4.5	9
GROWING PAINS	5.6	11
MR. BELVEDERE	4.2	8
FAMILY TIES	4.9	9
CHARLES IN CHARGE	5.0	9
NIGHT COURT II	6.3	11

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# OUTJUMPS T





# HEM ALL!

**3RD  
SMASH WEEK!**

***21 JUMPSTREET***  
**OUTPERFORMS**  
**EVERY COMPETING SHOW**  
**ON**  
**EVERY INDEPENDENT STATION**  
**IN**  
**20 OVERNIGHT MARKETS!**  
**(EXCEPT HUNTER in DALLAS)**

**21 JUMPSTREET**

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## WHAT'S HOT AROUND THE WORLD

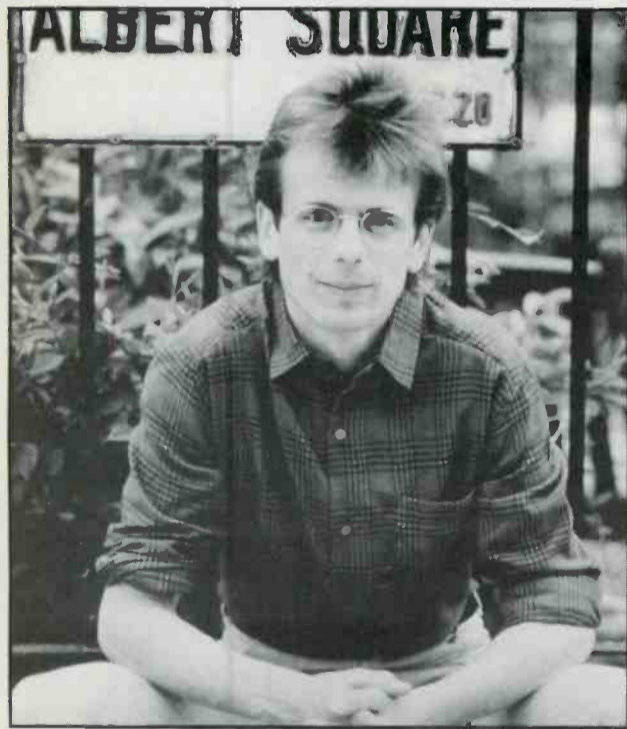
From soap operas to movies, every country has its favorite TV programming. Here is a collection of the top 10 shows from around the world. The lists, which cover recent time periods, were compiled by ELECTRONIC MEDIA correspondents.

### Australia

1. "Nine News," Nine Network's nightly news
2. "A Current Affair," nightly current affairs show
3. "A Country Practice," soap opera
4. "The Comedy Company," comedy/satire show
5. "Neighbours," soap opera
6. "60 Minutes," local current affairs
7. "L.A. Law," drama
8. "Fast Forward," comedy/satire show
9. "Hey, Hey It's Saturday," variety show
10. "Burke's Backyard," gardening and around-the-home show

### Brazil

1. "Tieta," telenovela about a small Brazilian town
2. "Jornal Nacional," nightly news
3. "RJTV SPTV," nightly regional news
4. "Que Rei Sou Eu," nightly telenovela about an allegorical kingdom
5. "Os Trapalhões" ("The Stooges"), humor show
6. "Chico Anysio Show," comedy show
7. "Fantastico," news and feature revue
8. "Tele Quente" ("Hot Screen"), movie showcase



**UNITED KINGDOM:** "EastEnders," a soap opera, is one of the United Kingdom's top 10 shows.



**CANADA:** "Lance et Compte," a hockey drama, is the second most popular show in Canada.

9. "TV Pirata" ("Pirate TV"), comedy skits
10. "Globo de Ouro" ("Golden Globe"), pop music

### Canada

1. "The Cosby Show," sitcom
2. "Lance et Compte" ("He Shoots, He Scores"), hockey drama
3. "Dallas," soap opera
4. "Cheers," sitcom
5. "Matlock," drama
6. "Roseanne," sitcom
7. "The National," nightly news
8. "Dames de Coeur" ("Queen of Hearts"), soap opera
9. "Hockey Night in Canada," hockey game
10. "L'Heritage" ("The Legacy"), drama

### France

1. "The Dirty Dozen," movie
2. "The Longest Day," movie
3. "Quelle Famille" ("What a Family"), drama
4. "Les Commandos de sa Majeste" ("The Sea Wolves"), movie
5. "L'Horoscope" ("The Horoscope"), movie
6. "Intervilles" ("Between Cities"), game show
7. "La Vengeance aux Deux Visages" ("Return to Eden"), soap opera
8. "La Roue de La Fortune" ("Wheel of Fortune"), game show
9. "Return to Eden"
10. "Return to Eden"

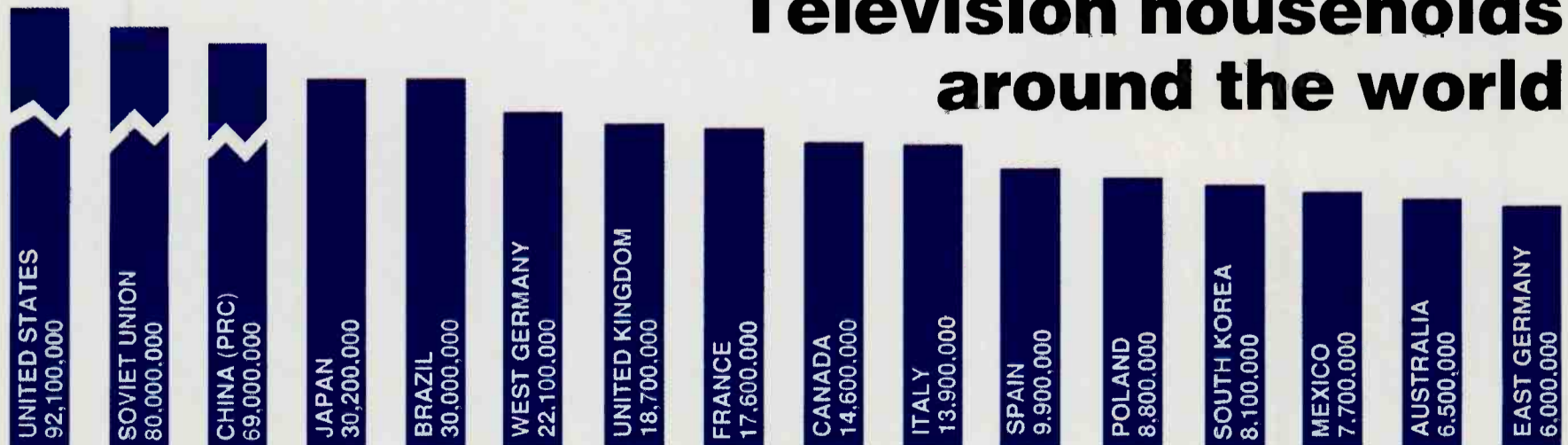
### Japan

1. "Seishun Kazoku" ("A Family in its Youth"), soap opera about a modern family
2. "Kasuga no Tsubone" (person's name), historical play about a woman famous in feudal times
3. "NHK Morning Wide," news show
4. "Seven O'Clock News and Weather," news show
5. "Tonneruzu no Minasan no Okage desu" ("Thanks to Our Tonneruzu") comedy show
6. "Sunday Night Baseball," Giants vs. Dragons
7. "Late Night News"
8. "Sazae-san" (person's name), cartoon about family life
9. "Neruton Benikujira-dan," young people's show
10. "Evening Baseball Game," Tigers vs. Giants

### Italy

1. Soccer match, Sampdoria vs. Naples
  2. "Il Giorno Della Vendetta" ("The Day of Revenge"), a Western movie
  3. "Special Serata D'Onore" ("An Evening of Honor"), variety show
  4. "La Dove Scende il Fiume" ("Where the River Flows"), movie
  5. "Il Comanchero" ("The Comanchero"), a John Wayne Western movie
  6. Soccer match, Sampdoria vs. Milan
  7. "Il Principe Di Donegal" ("The Prince of Donegal"), Walt Disney adventure movie
  8. "La Vedova Nera" ("The Black Widow"), thriller
- (Continued on next page)*

## Television households around the world



Source: World Almanac and Book of Facts, Copyright 1988, Newspaper Enterprise Association. Figures represent the latest available data from each country.



"Dynasty" (left) is one of Switzerland's top 10 shows while "Tieta" holds the No. 1 spot in Brazil.

(Continued from previous page)

movie

9. "David di Donatello," cinema awards from Taormina, Sicily
10. "Quando Csi Ama" ("Loving"), soap opera

## Hong Kong

1. "The Final Verdict," police drama series
2. "City Japes," sitcom
3. "Everybody's," sitcom
4. "Laughing Stocks," gag show
5. "Duel of the Twins," kung fu series
6. "Seventh HK Film Awards"
7. "Tuesday Report," current affairs program
8. "Today in LegCo," legislature roundup report
9. "Solid Gold," pop music video show
10. "Enjoy Yourself Tonight," twice-weekly interview and talent show

## Mexico

1. "Professional League Championship Finals," soccer
2. "The Comedians," half-hour Mexican comedy series
3. "Dr. Candido Perez," comedy series
4. "Luz Y Sombra" (Light and Shade), soap opera

5. "Carrusel," soap opera
6. "Hora Marcada" ("The Indicated Hour"), mystery series
7. "My Second Mother," soap opera
8. "Mujer, Casos de la Vida Real" ("Woman, Real-Life Cases"), drama series
9. "Anaber," comedy series
10. "Papa Soltero" ("Single Father"), comedy series

## Switzerland

1. "Sunday Night Movie"
2. "A Bon Entendeur," consumer program
3. "Inspector Derrick," German detective series
4. "Temps Present," current affairs show covering domestic and foreign news
5. "Tell Quel," current affairs show
6. "Maguy," French comedy
7. Sports
8. "Euroflics," Pan-European detective series
9. "The Evening News"
10. "Dynasty," soap opera

## United Kingdom

1. "Coronation Street," soap opera
2. "Neighbours," soap opera
3. "EastEnders," soap opera

4. "The Bill," police drama
5. "Cocoon," movie
6. "News 39," newscast
7. "War and Remembrance," miniseries
8. "The Russ Abbot Show," comedy
9. "All Creatures Great and Small," drama
10. "'Allo 'Allo," comedy

## West Germany

1. "Unser Doktor Ist der Beste" ("Our Doctor Is the Best"), feature film
2. "Die Supernasen" ("The Supernoses"), feature film
3. "Lindenstrasse" ("Linden Street"), soap opera
4. "Tatort" ("Scene of the Crime"), feature film series
5. "Das Beste aus dem Musik-anten Stadel," entertainment show featuring Bavarian folk songs
6. "Tagesschau," daily news
7. "Start ins Glueck," lottery for charity
8. "Sommerkomoedie: Tratsch im Treppenhaus" ("Gossip in the Stairway"), theatrical performance program
9. "Dingsda," quiz show
10. "Tagesschau," daily news

# Grundy enjoying global game show success

(Continued from Page 4)

"We're not format brokers," Mr. Grundy said. "We never will, never have, acquired a format or created a format and then subcontracted it off to somebody else."

As a result, Mr. Grundy says his company has learned to tailor product in many different regions and therefore has a jump on companies that are just waking up to the opportunities in international television and might only have sales staff in various countries.

"You get the feel for the place if you're working there making programs," he said. "It's best to be working producers in these countries. In this business, there are going to be natural trade barriers, they're called languages, and 1992 is not going to sweep that away."

Grundy produces nearly 40 hours of weekly original programming around the world in the form of game shows and soap operas, and the company has recently moved into long-form programming as well.

Since launching his company more than 30 years ago, Mr. Grundy has produced about 80 game shows and more than 6,000 half-hours of serials, which, if they were stripped five times a week, would add up to one program with a 23-year run.

Mr. Grundy began his career covering events at the Royal Easter Show in Sydney for Radio 2GZ in 1947 and shortly thereafter became a sports announcer.

But in the late 1950s, he changed the course of his career by creating a game show called "Wheel of Fortune," a program he hosted and produced that has no relation to the current program of the same name.

In 1958, "with no money," Mr. Grundy notes, he started Reg Grundy Enterprises from his home in Double Bay, Australia, and from there his reputation as a producer took off.

Jefferson Graham, author of "Come on Down!: The TV Game

Show Book," which chronicles the history of the genre and its major players, says, "He's the king of Australian television. There's no doubt about it."

Ironically, Mr. Grundy attributes his success to mimicking the American way of making game shows. "That is why I was successful in Australia," he says. "To this day, Mark Goodson is the person I bow to. I think he is a genius in the form."

Once he had conquered Australia, Mr. Grundy got the urge to try to translate his success to U.S. programming.

In 1979, he made a landmark syndication launch of the drama series "Prisoner: Cell Block H" in the United States, and three years later he followed it with "Sale of the Century," a game show he sold to NBC that ran for more than six years.

In 1984, he also sold the game show "Scrabble" to NBC, which recently began its sixth season on the network.

Mr. Graham says, "In America, he's made somewhat of an impact, which no other foreigner has been able to do. He's on the air in a very tough market."

"We're just one of the suppliers that competes for the time slots here now," Mr. Grundy says of the United States.

But more importantly, he says, the move into U.S. production "was really the start of this plan of setting up production companies throughout the world."

That success prompted Grundy's production expansion into eight other countries besides Australia and the United States.

Today, Mr. Grundy no longer lives in Australia, where Grundy Organization is based. Instead, he lives and works on the island of Bermuda—in part because of its central location in relation to the United States and Europe, where he spends most of his time.

Mr. Grundy controls 92.5 percent of the company and Ian Holmes, president and managing director of Grundy Organization, holds the other 7.5 percent.

Mr. Grundy won't discuss the financial performance of the

privately held company, but is quick to stress, "We have no debt at all. We haven't grown through debt. We're really still more interested in growing through the acquisition of good people."

Grundy, which has more than 1,200 employees, has budgeted more than \$50 million for development and production activities for this year and next.

The top priority for Grundy in the 1990s, besides getting the four new production centers up and running, is expanding on the company's staple programming of game shows and soap operas by getting into film and miniseries production. The company's goal is to eventually build its own library.

As for the international arena, Mr. Grundy says, "I think there is a smorgasbord of opportunities for companies like us."

Grundy executives from various production centers around the world maintain constant contact to review new opportunities, and with the business of international television evolving quickly, they're always busy.

"We are having discussions with a major barter organization who would like to become involved with us in some fashion," Mr. Grundy says.

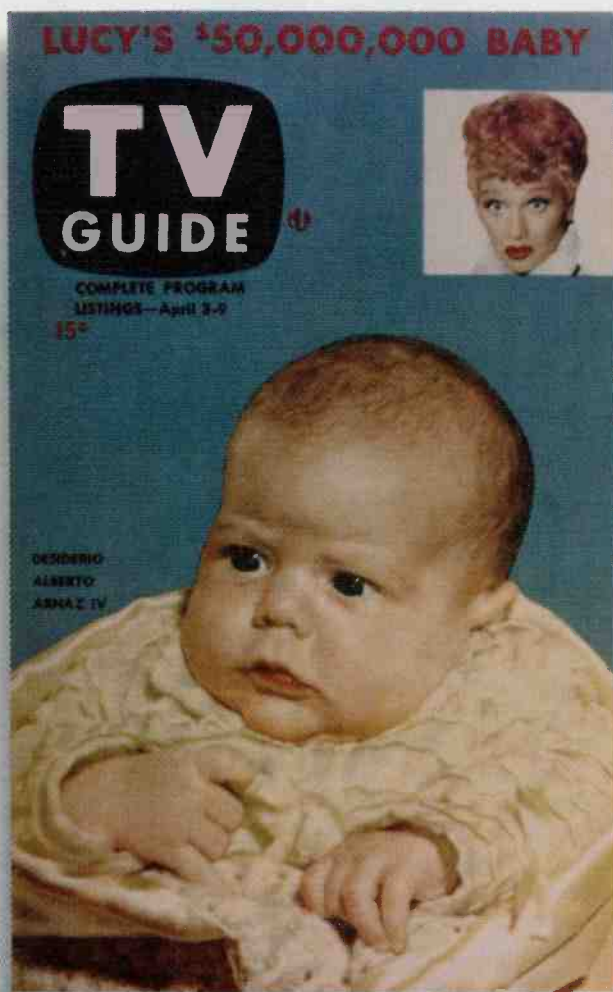
"It's the sign of the times, isn't it? I mean what would have been the good of a major barter group coming to talk to us 10 years ago? What would we have talked about?"

Mr. Grundy wants to reinforce his U.S. production operations by securing a deal for a network daytime soap opera.

Also in the United States, the company plans to roll out "Scrabble" in syndication next year and it has made an ABC pilot based on the game show "Keynotes," which it produces for ITV in Britain.

But creating new game shows from scratch is a top priority.

"That's our lifeblood," Mr. Grundy says. "We don't believe that there's a life after death remaking other people's formats."#



TV Program Scanner

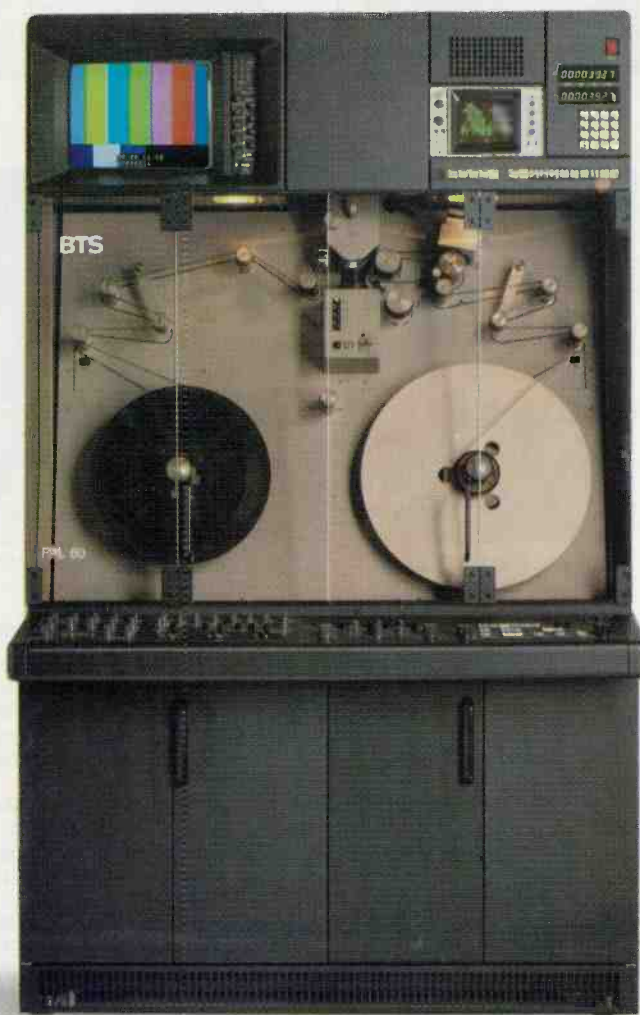
# One of these revolutions the world looks at TV wa

BTS did not invent *TV GUIDE*.® Walter Annenberg of Triangle Publications did.

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**BTS**  
The name behind  
what's ahead.

## WHO'S NEWS

## Broadcast TV

**Judy Ranan** to vice president, miniseries and movies-of-the-week, Imagine Films Entertainment, Los Angeles, from director of drama development, NBC, Los Angeles.

**Michael Lang** to vice president and assistant to the president of broadcast operations and engineering, ABC Television Network Group, New York, from senior general attorney, labor relations, East Coast, Capital Cities/ABC. Also, **Mary Frost** to director, telecommunications operations, broadcasting operations and engineering, from director of satellite operations, ABC News.

**Duane Dargis** to general manager, KLAX-TV, Alexandria, La., from general sales manager.

**Bruce David Klein** to principal, Atlas Telecommunications, New York, from program director, WLIG-TV, Long Island, N.Y.

**Michael Peikoff** to vice president, publicity, Fox Broadcasting Co., Los Angeles, from director, publicity. Also, **Del Mayberry** to controller from director, corporate audit department, Fox Inc.; **James Botko** to manager, long-form programming, from director of acquisitions, Image Organization, Los Angeles; and **Greg Sneed** to director, corporate audit department, Fox Inc., from manager, corporate audit department.

**Jean Bonini** to director of labor relations, Reeves Entertainment Group, Burbank, Calif., while continuing as director, business affairs. Also, **David Woolson** to director of business and legal affairs from director of legal affairs; and **Sandra Sweeney** to manager, contract administration, from administrative assistant, contract administration, ABC Entertainment, Los Angeles.

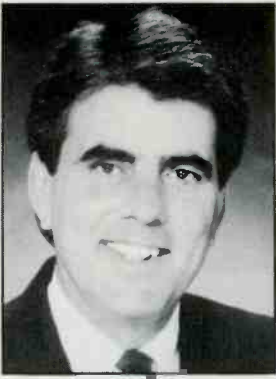
**Joe Canty** to general sales manager, KTTU-TV, Tucson, Ariz., from senior vice president, Independent Television Sales, New York.

**Greg Brissette** to local sales manager, WRCB-TV, Chattanooga, Tenn., from local sales manager, WRDW-TV, Augusta, Ga.

**Debbi Casini** to executive producer of programming, WTAE-TV,



**MICHAEL PEIKOFF**  
Fox Broadcasting Co.



**DAVID FORIER**  
Group W Sports



**ANDREA PARQUET**  
WXYZ-TV



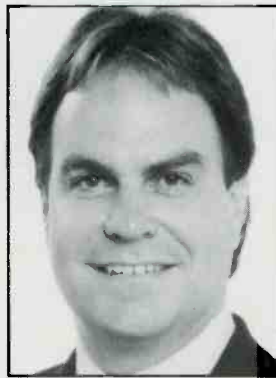
**DIANE ROBERTS**  
WTOG-TV



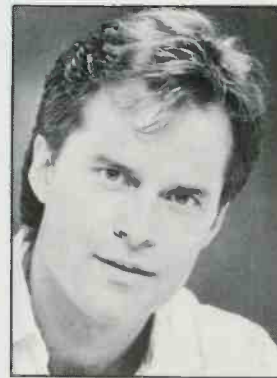
**THERESE CROWLEY**  
Unistar Radio Networks



**ELLEN ENDO-DIZON**  
Republic Pictures



**STEPHEN BARBOUR**  
MCA TV



**STANTON RUTLEGE**  
AFT

Pittsburgh, from producer.

**Kristen Yamamoto** to production manager, KSBW-TV, Salinas, Calif., from associate producer/unit manager, "PM Magazine/This Evening," San Francisco.

**Jeffrey Gray** to director of creative services, WITI-TV, Milwaukee, from consultant and free-lance promotion producer, New York. He replaces **Anne Clausen**, who is now director of research.

**Blake Bryant** to art director, a new post, KHJ-TV, Los Angeles, from electronic graphics supervisor, WFLA-TV, Tampa.

**Perry Sandlewick** to art director, WDTN-TV, Dayton, Ohio, from acting art director, WISH-TV, Indianapolis.

**Terry Fox** to assistant chief engineer, WUSA-TV, Washington, from maintenance supervisor.

**Robin Hardin-Bailey** to communications specialist, WXYZ-TV, Southfield, Mich., from producer, WXYT Radio, Detroit.

## Cable TV

**Robert Merrilees** to president, Northeast division, Paragon Communications, Mahwah, N.J., from vice president, finance, Northeast division. Also, **Charles White** to vice president and general counsel, Paragon Cable Manhattan, from general counsel.

**F. Blair Schmidt-Fellner** to vice president, TBS Sports, and executive in charge of development, Southeastern regional sports network, Atlanta, from director of business development, Turner Broadcasting System. Also, **Deborah Kartz** to vice president of business affairs, Turner Cable Network Sales, from assistant general counsel, TBS.

**Arthur Bell** to vice president of programming operations, The Comedy Channel, New York, from vice president of administration.

**Robert Pick** to managing direc-

tor of corporate development, Comcast Corp., Philadelphia, from managing director of finance for Bell Atlantic Enterprises in Philadelphia.

**Ann Garfield Black** to director of specials, Lifetime Television, Astoria, N.Y., from documentaries producer, ABC News, New York. Also, **Guy Spanos** to director of studio operations, from manager of technical and production scheduling, WABC-TV, New York; and **Helen Johnson** to manager of sales and office administration from supervisor.

**Elaine Parrish** to regional vice president, South central region, Showtime Networks in Dallas, from regional director for the Houston office. Also, **LaVida Dowdell** to director of trade marketing in New York, from account supervisor for Ogilvy & Mather Advertising in New York.

**David Forier** to Western manager, a new position, Group W Sports Marketing, Los Angeles, from manager of business development, Prime Ticket Network, Los Angeles.

**Gene Bormann** to vice president, sales, Atlantic Satellite Communications, Northvale, N.J., from sales and operations consultant.

## Journalism

**Mark Pimentel** to news director, WCBF-TV, Charleston, S.C., from executive producer, WSB-TV, Atlanta.

**Andrea Parquet** to producer, weekend and midday news, WXYZ-TV, Southfield, Mich., from news writer.

**Margaret Lowrie** to general assignment reporter, CNN, Chicago, from reporter, WINK-TV, Fort Myers, Fla. Also, **Bella Shaw** to co-anchor, "CNN Showbiz Today," Los Angeles, from news anchor, CNN, Atlanta.

**Mike Browning** to 6 p.m. co-anchor, WAND-TV, Decatur, Ill., from anchor/political reporter, KTHV-

TV, Little Rock, Ark. **Glen Horn** to weekend co-anchor from reporter; and **Lisa Kiava** to weekend co-anchor from reporter/anchor, KOMU-TV, Columbia, Mo.

**Diane Roberts** to co-anchor, WTOG-TV, St. Petersburg, Fla., from weekend anchor and medical reporter, WIS-TV, Columbia, S.C.

**Robert Kollar** to photojournalist, WGAL-TV, Lancaster, Pa., from sports photojournalist, WJAC-TV, Johnstown, Pa. Also, **Lenora Adams** to producer, "Farm Report," from assistant to the assignment editor.

**Shaun Boyd** to general assignment reporter, KGAN-TV, Cedar Rapids, Iowa, from assistant news producer, WNDU-TV, South Bend, Ind.

## Radio

**Ray Barnett**, vice president and general manager of KCBS-AM, San Francisco, will retire Nov. 1.

**Therese Crowley** to vice president, news and sports, Unistar Radio Networks, New York, from acting news director.

**Deb Reno** to director of marketing and promotion, CBS Radio Networks, New York, from manager.

**Walter Berry** to vice president/general manager, WHJX-FM, Jacksonville, Fla., from general sales manager, WMFR-AM/WMAG-FM, Greensboro, N.C.

**Ted Peiffer** to general sales manager, KEBC-FM, Oklahoma City, from sales manager, KFRX-FM, Lincoln, Neb.

**Lynn McAdams** to vice president and regional manager, Group W Radio Sales, Chicago, from account executive, WJJD-AM/WMJK-FM, Chicago.

**Greg Gordon** to program director, WKRK-FM, Mobile, Ala., from program director, WBGW-AM/FM, Tallahassee, Fla. Also, **Billy Bazzel** to general sales manager, WKRK-AM/FM, from sales manager,

WKRK-FM.

## Syndication

**Ellen Endo-Dizon** to senior vice president, Republic Pictures Productions, Los Angeles, from vice president, comedy, MGM/UA Television Productions, Los Angeles.

**Neil Strum** to director of business and legal affairs, MTM Enterprises, Los Angeles, from senior attorney, ABC-TV, Los Angeles.

**Stephen Barbour** to sales manager, Southeast region, MCA TV, Atlanta, from vice president, sales, Southeast region, Samuel Goldwyn Television, Atlanta. Also, **Rick Shae** to sales manager, Southwest region, Dallas, from Southwest regional sales manager, Group W Productions, Dallas.

## Other

**Robert Vaughn** to vice president, Radio-Television News Directors Association, Washington, from vice president of membership and conferences.

**Wayne Roth** has been elected to a second term as chairman of National Public Radio, Washington. Also, **Howard White** has been re-elected to vice chair; and **Douglas Bennet** has been re-elected president and chief executive officer.

**Robert Daly**, chairman and chief executive officer of Warner Bros., has been named executive of the year by the Caucus for Producers, Writers and Directors, Los Angeles.

**Lauren "Pete" Belvin** to mass media adviser to Chairman Al Sikes, Federal Communications Commission, Washington, from counsel, Blackwell, Sanders, Matheny, Weary and Lombardi, Kansas City, Mo. Also, **Steve Kaminer** to senior legal adviser to Commissioner Sherrie Marshall from deputy chief, policy and rules division, Mass Media Bureau, FCC.

**Pam Ruben Golum** to senior vice president, The Lippin Group, Los Angeles, from vice president.

**Judy Denenholz** to vice president, domestic and international anti-piracy, Walt Disney Studios, Burbank, Calif., from senior counsel, The Walt Disney Co., Burbank.

**Al Doyle**, founding partner of 20/20 Inc., Seattle, has been named chief executive officer.

**Stanton Rutlege** to executive vice president, marketing/production, American Film Technologies, Los Angeles, from AFT producer.

**Jim Schoonmaker** to Southeastern marketing director, The Dub Centre, Atlanta, from account executive, Creative Post, Atlanta.

**Lonny Low** to director of marketing/West, Los Angeles, from account executive, Independent Television Sales, Los Angeles.

**Elaine Arons** to account executive, Telephone Entertainment Network, New York, from account representative, Einstein and Sandom, New York.

## Obituary

**Graham Chapman**, 48, comic and founding member of "Monty Python's Flying Circus," died Oct. 4 in Maidstone, England, of cancer. #

Send us your  
'Who's News'

"Who's News" is an editorial feature compiled weekly by our Chicago staff. Submit items to Sarah Karon, ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill., 60611. Fax: 312-649-5465.

On all submissions, please include the following information for both the new position and the immediate past position: full title, company, base location.

Failure to provide the correct information will delay our ability to print the item. Notices should also include a telephone number in case clarification is needed.

Black and white photographs are welcome. Decisions on wording, selection and substance are made entirely by the ELECTRONIC MEDIA editorial staff. #

## NEWS OF RECORD

The following are items released by the Federal Communications Commission from Oct. 3 to 10.

## TV station sales

**City and station:** Cincinnati, WIII-TV Channel 4.  
**Seller:** Channel 64 Acquisition, Denver.  
**Buyer:** Cincinnati TV 64 Ltd., Boston.  
**Price:** \$8 million.  
**Notes of interest:** At the time of filing, ABRV Communications Master Ltd. was the sole general partner of WNUV-TV-54 Ltd., licensee of WNUV-TV, Baltimore. WNUV-TV-54 Ltd. had pending before the Federal Communications Commission an application for a construction permit for modification of station WNUV-TV's transmitting facilities.  
**Date granted:** Sept. 22.

**City and station:** Fort Wayne, Ind., WPTA-TV Channel 21.  
**Seller:** Pulitzer Broadcasting Co., St. Louis, Joseph Pulitzer Jr., chairman and director.  
**Buyer:** Granite Broadcasting Corp., New York, N.Y. W. Don Cornwell, president.  
**Price:** \$25.15 million.  
**Notes of interest:** At the time of filing, Granite Broadcasting Corp. was the licensee of WEEK-TV, Peoria, Ill., and the owner of 100 percent of the outstanding stock of RJR Communications, licensee of KBJR-TV, Superior, Wis., and UHF translators K59BJ, Grand Portage, Minn.; K65BJ, Grand Marais, Minn.; K61BH, Deer River, Minn.; and K82AF, Cass Lake, Minn. Mr. Cornwell was an officer and director of both Granite and RJR, and was the president and chairman and served on the board of directors of Granite and RJR.  
**Date granted:** Sept. 25.

**City and station:** Jacksonville, Texas, KETK-TV Channel 56.  
**Seller:** Texas American Broadcasting, Ltd., Jacksonville, Texas. Tom Johnson, partner.  
**Buyer:** Region 56 TV Network, Radnor, Pa. Philip Hurley, president and director.  
**Price:** \$2,553,805.  
**Date granted:** Sept. 25.

**City and station:** Danville, Ky., WDKY-TV Channel 56.  
**Seller:** WDKY License Company, Lexington, Kentucky.  
**Buyer:** MMC Television Corp., Chicago. Paula Pruett, president.  
**Price:** \$9.5 million.  
**Date granted:** Sept. 25.

**Cities and stations:** Honolulu, KMGTV-TV Channel 26; Kailua-Kona, Hawaii, KVHF-TV Channel 6.  
**Seller:** Mount Wilson FM Broadcasters, Los Angeles.  
**Buyer:** Oceania Broadcasting Network, Newport Beach, Calif.  
**Price:** \$4.3 million.  
**Date granted:** Sept. 25.

## Radio station sales

**Cities and stations:** Abbeville, S.C., WABV 1590 AM (1,000 watts daytime); Palmer, Ark., KUZM 95.7 FM (100,000 watts).  
**Seller:** Valley Broadcasting Co., Wasilla, Ark.  
**Buyer:** Bennett Yielding doing business as Northern Lights Broadcasting, Smith, Ala.  
**Price:** \$115,000.  
**Date granted:** Sept. 28.

**Cities and stations:** Bushnell, Fla., WKFL 1170 AM (1,000 watts daytime); Eustis, Fla., WKID 1240 AM (1,000 watts daytime).  
**Seller:** Hugh Reams, St. Petersburg, Fla.  
**Buyer:** James and Roberta Johnson, Bushnell, Fla.  
**Price:** \$0.  
**Date granted:** Sept. 28.

**City and station:** New York, WWRL 1500 AM (5,000 watts).  
**Seller:** Eugene Jackson, Miami.  
**Buyer:** Sydney Small, New York.  
**Price:** \$1,985,600.  
**Date granted:** Sept. 28.

**City and station:** Clemson, S.C., WCCP 1560 AM (1,000 watts daytime).  
**Seller:** Tri-County Broadcasting Corp., Anderson, S.C.  
**Buyer:** Golden Corners Broadcasting, Easley, S.C. George Clement, president and director.  
**Price:** \$100,000.  
**Date granted:** Sept. 28.

**City and station:** Lakeland, Fla., WWOL 91.9 FM (3,000 watts).  
**Seller:** Haines City Public Radio, Haines City, Florida.  
**Buyer:** Bible Broadcasting Network, Chesapeake, Va. Lowell Davey, president.  
**Price:** \$200,000.

**Notes of interest:** At the time of filing, Bible Broadcasting Network was a non-profit, non-stock corporation which operated twelve radio stations and a number of translators with a non-commercial educational format. The stations are as follows: KCEV-FM, Wichita, Kan.; WAVO-AM, Decatur, Ga.; WHPE-FM, High Point, N.C.; WHGG-FM, Knoxville, Tenn.; WYFA-FM, Waynesboro, Ga.; WYFB-FM, Gainesville, Fla.; WYFG-FM, Gaffney, S.C.; WYFH-FM, North Charleston, S.C.; WYFI-FM, Norfolk, Va.; WYFJ-FM, Columbus, Ga.; WYFL-FM, Henderson, N.C.; WYFS-FM, Savannah, Ga.; and WYFT-FM, Luray, Va.  
**Date granted:** Sept. 21.

**City and stations:** Central City, Ky., WNES 1050 AM (500 watts daytime); WKYA 101.9 FM

(50,000 watts).  
**Seller:** Estate of V.R. (Andy) Anderson, R.T. Baker, Esq., executor, Grand River, Ky.  
**Buyer:** Mrs. Victoria Anderson and Andy Anderson, Hartford, Ky.  
**Price:** \$0.  
**Date granted:** Sept. 25.

**City and station:** Alexandria, Minn., KIKV 100.7 FM (100,000 watts).  
**Seller:** Lusk Broadcasting, Alexandria, Virginia.  
**Buyer:** BDI Broadcasting, Bemidji, Minn. Louis Buron Jr., president and director.  
**Price:** \$855,000.

**Notes of interest:** At the time of filing, Mr. Buron was the sole shareholder of PB Broadcasting, which held all of the stock of Paul Bunyan Broadcasting Co., licensee of KBUN-AM/KBHP-FM, Bemidji, Minn.  
**Date granted:** Sept. 25.

**City and station:** Madison, N.J., WMNJ 88.9 FM (10 watts).  
**Seller:** Drew University, Madison, N.J.  
**Buyer:** WMNJ Inc., Madison, N.J.  
**Price:** \$0.  
**Date granted:** Sept. 25.

**City and station:** Amsterdam, N.Y., WKOL 97.7 FM (3,000 watts).  
**Seller:** Sage Broadcasting Corp. of Manchester, Stamford, Conn.  
**Buyer:** Gateway Broadcasting Corp., Amsterdam, New York. Joseph Isabel, president and director.  
**Price:** \$0.  
**Notes of interest:** At the time of filing, Gateway Broadcasting Corp. was the parent of Community Service Broadcasting Corp., licensee of WCSS-AM, Amsterdam, N.Y.  
**Date granted:** Sept. 25.

**City and station:** Edinburg, Texas, KBFM 104.1 FM (100,000 watts).  
**Seller:** Encore Communications Associates Ltd., West Palm Beach, Fla. Ron Greenberg, secretary.  
**Buyer:** Waldron Partners, Ltd., Philadelphia. H. Patrick Swygert, president and director.  
**Price:** \$6.8 million.  
**Notes of interest:** At the time of filing, Waldron Broadcasting Co. was the sole general partner of Waldron Ltd. Mr. Swygert, an officer, director and sole shareholder of Waldron Broadcasting, was the executive vice president of Temple University, licensee of the non-commercial educational station WRTI-FM, Philadelphia, and per-

mittee of non-commercial educational station WUCP-FM, Summerdale, Pa.  
**Date granted:** Sept. 26.

**City and station:** Newport, N.H., WXXK 101.7 FM (3,000 watts).  
**Seller:** The Radioactive Group, Schenectady, New York.  
**Buyer:** Mountain View Broadcasting, Newport, N.H. Robert Frisch, president and director.  
**Price:** \$1.5 million.  
**Date granted:** Sept. 27.

**City and station:** Buckhannon, W.Va., WBQT 93.5 FM (3,000 watts).  
**Seller:** Cat Radio, Buckhannon, W.Va. David Harper, president.  
**Buyer:** Hariynn, Clarksburg, W.Va. Art Rogers, president and director.  
**Price:** \$0.  
**Date granted:** Sept. 27.

**City and station:** Buckhannon, W.Va., WBQT 93.5 FM (3,000 watts).  
**Seller:** Cat Radio, Buckhannon, W.Va. David Harper, president.  
**Buyer:** Hariynn, Clarksburg, W.Va. Art Rogers, president and director.  
**Price:** \$0.  
**Date granted:** Sept. 27.

**City and station:** McKenize, Tenn., WWYN 106.9 FM (1,000 watts).  
**Seller:** Fortune Media Communications, Huntsville, Ala.  
**Buyer:** Edward Dobson, Birmingham, Ala.  
**Price:** \$200,010.

**Date granted:** Sept. 28.

**City and station:** Central Valley, Calif., KCIB 99.3 FM (3,000 watts).  
**Seller:** Bolt Broadcasting Co., Independence, Mo. Richard Bolt, president.  
**Buyer:** Quality Broadcasters of California, Irvine, Calif. Werner Barth, general partner.  
**Price:** \$475,000.  
**Date granted:** Sept. 29.

**City and station:** Hindman, Ky., WKCB 1340 AM (1,000 watts).  
**Seller:** Knott County Broadcasting Corp., Hindman, Ky.  
**Buyer:** Hindman Broadcasting Corp., Hindman, Ky. Randy Thompson, president and director and Walter May, secretary, treasurer and director.  
**Price:** \$100,000.

**Notes of interest:** At the time of filing, Mr. May was also the president, director and sole stockholder of East Kentucky Broadcasting Corp., the licensee of WPKE-AM WDHR-FM, Pikeville, Ky. He also held 102 shares of preferred non-voting stock in Ladon Broadcasting Co., an applicant for a new FM station on Channel 294A, Reidland, Ky.  
**Date granted:** Sept. 15 #

# GOOD NEWS

## For Broadcast Journalists

At the Poynter Institute great journalism is our goal. We look for it. We celebrate it. We help create it. Over the past fifteen years, we have trained nearly 1,500 working journalists to seek and achieve excellence. In 1990, for the first time, we will offer that training for broadcast journalists. Won't you join us?

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## CALENDAR

## October

Oct. 16, **National Academy of Television Arts & Sciences'** special Emmy Recognition Award to the late Joe Raposo, winner of five Grammy Awards, creator and musical director of "Sesame Street." The Plaza Hotel, New York. Information: Trudy Wilson, 212-586-8424.

Oct. 17-18, **Broadcast Credit Association** 22nd annual Credit and Collection Seminar, Scottsdale Hilton Hotel, Scottsdale, Ariz. Information: Mark Matz, 312-827-9330.

Oct. 17-18, **Home Video Roundtable**, sponsored by the Paul Kagan Seminars, featured speakers include Bruce Pfander, CBS/Fox Video; Eric Frankel, Warner Bros.; and Hal Richardson, Walt Disney. Park Lane Hotel, New York. Information: Judy Pinney, 408-624-1536.

Oct. 17-19, **Mid-America Cable TV Association** 32nd annual meeting and show, Hilton Plaza Inn on the Country Club Plaza, Kansas City, Mo. Information: Rob Marshall or Patty O'Connor, 913-841-9241.

Oct. 18, **Technical seminar** sponsored by the south Florida chapter of the Society of Cable Television Engineers, Holiday Inn, Fort Lauderdale, Fla. Information: Denise Turner, 813-626-7115.

Oct. 18, **Radio Advertising Bureau** regional promotion and sales meeting, Hyatt Regency, Cincinnati. Information: Joan Voukides, 212-254-4800.

Oct. 18, **Women in Cable** New York chapter presents Beyond the Basics No. 3, Viacom Conference Center, New York. Information: Claire Stern, 212-532-6580.

Oct. 18-19, **Institute for International Research** seminar, Creating Profitable Tie-ins, Vista Hotel, New York. Information: Jim Sullivan, 212-826-3340.

Oct. 18-19, **Society of Professional Journalists'** minority jobs conference, Westin Galleria Hotel, Houston. Information: Ira Perry, 713-840-6981.

Oct. 19, **Radio Advertising Bureau** regional promotion and sales meeting, Omni Hotel/CNN Center, Atlanta. Information: Joan Voukides, 212-254-4800.

Oct. 19, **Technical seminar** sponsored by the First Coast Group chapter of the Society of Cable Television Engineers, Holiday Inn Airport, Jax, Fla. Information: Denise Turner, 813-626-7115.

Oct. 19, **Advertising sales workshops**, sponsored by MTV Networks, for cable systems' and interconnects' advertising sales/marketing management and account executives, Marriott Long Wharf, Boston. Information: Carol Garcia, 212-944-5607.

Oct. 19, **Technical seminar** sponsored by the central California Society of Cable Television Engineers meeting group, Hilton Hotel, Srockton, Calif. Information: Andrew Valles, 209-453-7791.

## Major events

## TvB

Los Angeles ..... Nov. 13 to 15  
Information: George Hoover, 212-486-1111.

## Western Cable Show

Anaheim, Calif. .... Dec. 13 to 15  
Information: Rhonda Gibson, 415-428-2225.

## INTV

Los Angeles ..... Jan. 3 to 6  
Information: Natasha Schlipnikoff, 213-932-1200.

## NATPE International

New Orleans ..... Jan. 16 to 19  
Information: Jane Eaton, 213-282-8801.

## Monte Carlo

Monte Carlo, Monaco ..... Feb. 13 to 18  
Information: Andre Asseo, 45-62-31-00

Oct. 19, **Drop-in luncheon** sponsored by the New York Television Academy featuring guest speaker Tom Freston, chairman and chief executive officer, MTV Networks. Copacabana, New York. Information: Ellen Muir, 212-765-2450.

Oct. 19, **Technical seminar** sponsored by the Southeast Texas Society meeting group of the Cable Television Engineers, Warner Cable Royalton Office, Houston. Information: Tom Rowan, 713-580-7360.

Oct. 19-20, **Broadcast Financial Management Association** board of directors meeting, Scottsdale Hilton, Scottsdale, Ariz. Information: Robert McAuliffe, 312-827-9330.

Oct. 19-21, **Society of Professional Journalists** annual convention, Westin Galleria Hotel, Houston. Information: Pat Clem, 312-922-7424.

Oct. 20, **USA Network local advertising sales seminar**, Halloran House, New York. Information: Pam Stuart, 212-408-9147.

Oct. 20, **Technical seminar** sponsored by the Miss/Lou chapter of the Society of Cable Television Engineers, Seaview Resort, Biloxi, Miss. Information: Mike Latham, 601-226-2886.

Oct. 20-22, **Radio Advertising Bureau** part two of the Radio Sales University series for 1989, Red Lion Inn, Sacramento, Calif. Information: Joan Voukides, 212-254-4800.

Oct. 21, **Technical seminar** sponsored by the Razorback chapter of the Society of Cable Television Engineers, Days Inn, Little Rock, Ark. Information: Jim Dickerson, 501-777-4684.

Oct. 21-24, **Society of Motion Picture & Television Engineers** 131st technical conference and equipment exhibition, Los Angeles Convention Center, Los Angeles. Information: Chris Smith, 203-242-4242.

Oct. 22-Dec. 30, **This Is NBC Chicago** exhibition sponsored by the Museum of Broadcast Communications, River City, Chicago. Information: Joan Dry, 312-987-1512.

Oct. 23, **Washington and Hollywood: It's Time to Join Forces in the War on Drugs**, Academy of Television Arts & Sciences forum luncheon featuring guest speaker William Bennett, director of the office of National Drug Control Policy, The White House. Beverly Hilton Hotel, Beverly Hills, Calif. Information: Murray Weissman, 818-763-2975.

Oct. 23, **From Whistle Stop to Sound Bite: A Colloquium on Four Decades of Politics and TV** sponsored by the Annenberg Washington Program, Willard Office Building, Washington. Information: Steve Behrens, 202-393-7100.

Oct. 23-24, **Intelevision II conference**, sponsored by QV Publishing, Loews Santa Monica Hotel, Santa Monica, Calif. Information: Joel Schofield, 207-363-6222.

Oct. 23-25, **Federal Computer Conference** held in conjunction with the Defense & Government Computer-Graphics conference sponsored by Young & Associates. Presentation of theory, issues, products and services, Washington Convention Center, Washington. Information: Jean Young, 301-984-8586.

Oct. 23-25, **Satellite Communications Users** 11th annual conference, sponsored by Satellite Communications magazine, Washington Convention Center, Washington. Information: Kathy Kriner, 303-220-0600.

Oct. 23-27, **Technology seminar** for educators hosted by the Gannett Center for Media Studies, Gannett Center, New York. Information: Shirley Gazsi, 212-280-8392.

Oct. 23-28, **Manila '89**, Third World Advertising and Marketing Congress focusing on communication issues in a global marketplace, Philippines International Convention Center, Manila, Philippines. Information: Dee Fernandes, 212-682-8714.

Oct. 24, **Advertising sales workshops**, sponsored by MTV Networks, for cable systems' and interconnects' advertising sales/marketing management and account executives, Hershey Philadelphia Hotel, Philadelphia. Information: David Zagin, 212-944-5596.

Oct. 25, **USA Network local advertising sales seminar**, Sheraton Plaza, Orlando, Fla. Information: Pam Stuart, 212-408-9147.

Oct. 25, **Business and Technological Challenges in HDTV** conference sponsored by Electronic Engineering Times, Hyatt Regency, Washington. Information: Abbey

Chakalis or Irene McCarty, 516-562-5717.

Oct. 25, **Women in Cable** New York chapter presents Beyond the Basics No. 4, Viacom Conference Center, New York. Information: Claire Stern, 212-532-6680.

Oct. 25, **Drop-in luncheon** sponsored by the New York Television Academy with guest speakers from The Comedy Channel, Copacabana, New York. Information: Ellen Muir, 212-765-2450.

Oct. 25, **The Battle for the Schoolroom: TV or Not TV** seminar sponsored by the Center for Communication. Guest speakers include Gary Rowe, vice president, Turner Broadcasting System's "CNN Newsroom," and Dr. Harold Morse, chairman and chief executive officer, The Learning Channel. GE Building, New York. Information: Irina Posner, 212-836-3050.

Oct. 26, **Advertising sales workshops**, sponsored by MTV Networks, for cable systems' and interconnects' advertising sales/marketing management and account executives, The Plaza Hotel, New York. Information: Elizabeth Miropol, 212-713-6457.

Oct. 26, **Technical seminar** sponsored by the Wheat State meeting group of the Society of Cable Television Engineers, Canterbury Inn, Wichita, Kan. Information: Mark Wilson, 316-262-4270.

Oct. 26, **USA Network local advertising sales seminar**, Grand Bay Hotel, Miami. Information: Pam Stuart, 212-408-9147.

Oct. 27, **International Radio and Television Society** newsmaker luncheon, Waldorf Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

Oct. 30-Nov. 1, **Intertainment '89**, second conference on interactive entertainment co-sponsored by Alexander & Associates and NYNEX Corp., Marriott Marquis, New York. Information: Sally Chin, 212-382-3929.

Oct. 31, **Radio Advertising Bureau** regional meeting geared to mastering promotion and sales, Hyatt Regency-Orlando, Orlando, Fla. Information: Joan Voukides, 212-254-4800.

Oct. 31, **Communications Day '89** sponsored by the International Television Association, trade show and expo, Westpark Hotel, Rosslyn, Va. Information: Dean Dykema, 301-229-2451.

## November

Nov. 1, **Radio Advertising Bureau** regional meeting geared to mastering promotion and sales, JW Marriott, Washington. Information: Joan Voukides, 212-254-4800.

Nov. 1, **New York Television Academy** drop-in luncheon with guest speaker Jeffrey Reiss, chairman of Reiss Media Enterprises, Copacabana, New York. Information: Ellen Muir, 212-768-7050.

Nov. 2, **Radio Advertising Bureau** regional meeting geared to mastering promotion and sales, Park Plaza, Boston. Information: Joan Voukides, 212-254-4800.

Nov. 2, **Television Bureau of Advertising** annual meeting, Century Plaza, Los Angeles. Information: George Hoover, 212-486-1111.

Nov. 3-5, **Radio Advertising Bureau** launches part two of the Radio Sales University series for 1989, Marriott-Raleigh, Raleigh, N.C. Information: Joan Voukides, 212-254-4800.

Nov. 4, **Chicago Access Network festival '89** awards presentation and celebration sponsored by the Chicago Access Corporation,

Ditka's City Lights, Chicago. Information: Arcadia Letkemann, 312-738-1400.

Nov. 5-8, **Low Power Television** conference and exposition, Riviera Hotel, Las Vegas, Nev. Information: Eddie Barker, 800-225-8183.

Nov. 5-8, **Community Broadcasters Association** second annual conference and exhibition, Riviera Hotel and Convention Center, Las Vegas. Information: Colette Carey, 414-783-5977.

Nov. 6-8, **Messaging '89** conference and exposition, New York Hilton & Towers at Rockefeller Center, New York. Information: Karen Roach, 713-974-6637.

Nov. 7, **Technical seminar** sponsored by the Cascade Range Society meeting group of the Cable Television Engineers, Holiday Inn, Wilsonville, Ore. Information: Peter Rumble, 503-779-1814.

Nov. 8, **Technical seminar** sponsored by the Oklahoma Society of Cable Television chapter, Applewoods Restaurant, Oklahoma City. Information: Herman Holland, 405-353-2250.

Nov. 9-10, **Marketing to Hispanics**, seminar sponsored by the Institute for International Research, Sheraton Bal Harbour, Miami. Information: Jim Sullivan, 212-826-3340.

Nov. 9-11, **20th Annual Radio Conference** sponsored by Loyola University of Chicago, Holiday Inn Mart Plaza, Chicago. Information: Trinanein Parker, 312-670-3207.

Nov. 10, **USA Network local advertising sales seminar**, Westin Copley Place, Boston. Information: Pam Stuart, 212-408-9147.

Nov. 10, **International Film and TV Festival of New York** awards banquet, Sheraton Centre Hotel, New York. Information: Lynne Landau, 914-238-4481.

Nov. 12-14, **Entertainment Marketing: Building Profitable Promotions for the 1990s** conference produced by EPM Communications, The Registry Hotel, Los Angeles. Information: Leslie Graham, 312-472-2466.

Nov. 13, **Academy of Television Arts & Sciences** luncheon with speaker Jack Valenti, president and chief executive officer of the Motion Picture Association of America, Beverly Hilton Hotel, Beverly Hills, Calif. Information: Murray Weissman, 818-763-2975.

Nov. 13-15, **Television Bureau of Advertising** annual convention, Century Plaza, Los Angeles. Information: George Hoover, 212-486-1111.

Nov. 14, **Technical seminar** sponsored by the central Florida meeting group of the Society of Cable Television Engineers, Holiday Inn North, Lakeland, Fla. Information: Denise Turner, 813-626-7115.

Nov. 15, **Technical seminar** sponsored by the North County meeting group of the Society of Cable Television Engineers, Sheraton Midway Hotel, St. Paul, Minn. Information: Douglas Ceballos, 612-522-5200.

Nov. 15, **Technical seminar** sponsored by the Razorback meeting group of the Society of Cable Television Engineers, Days Inn, Little Rock, Ark. Information: Jim Dickerson, 501-777-4684.

Nov. 16-17, **San Diego Communications Council's** third annual conference, 2001: A Communications Vision, La Jolla Marriott, San Diego. Information: Diane Childs, 619-594-6900.

Nov. 16-17, **Institute for International Research** seminar, Marketing Applications of 800 and 900 Numbers, Crystal Gateway Marriott, Arlington, Va. Information: Jim Sullivan, 212-826-3340. #

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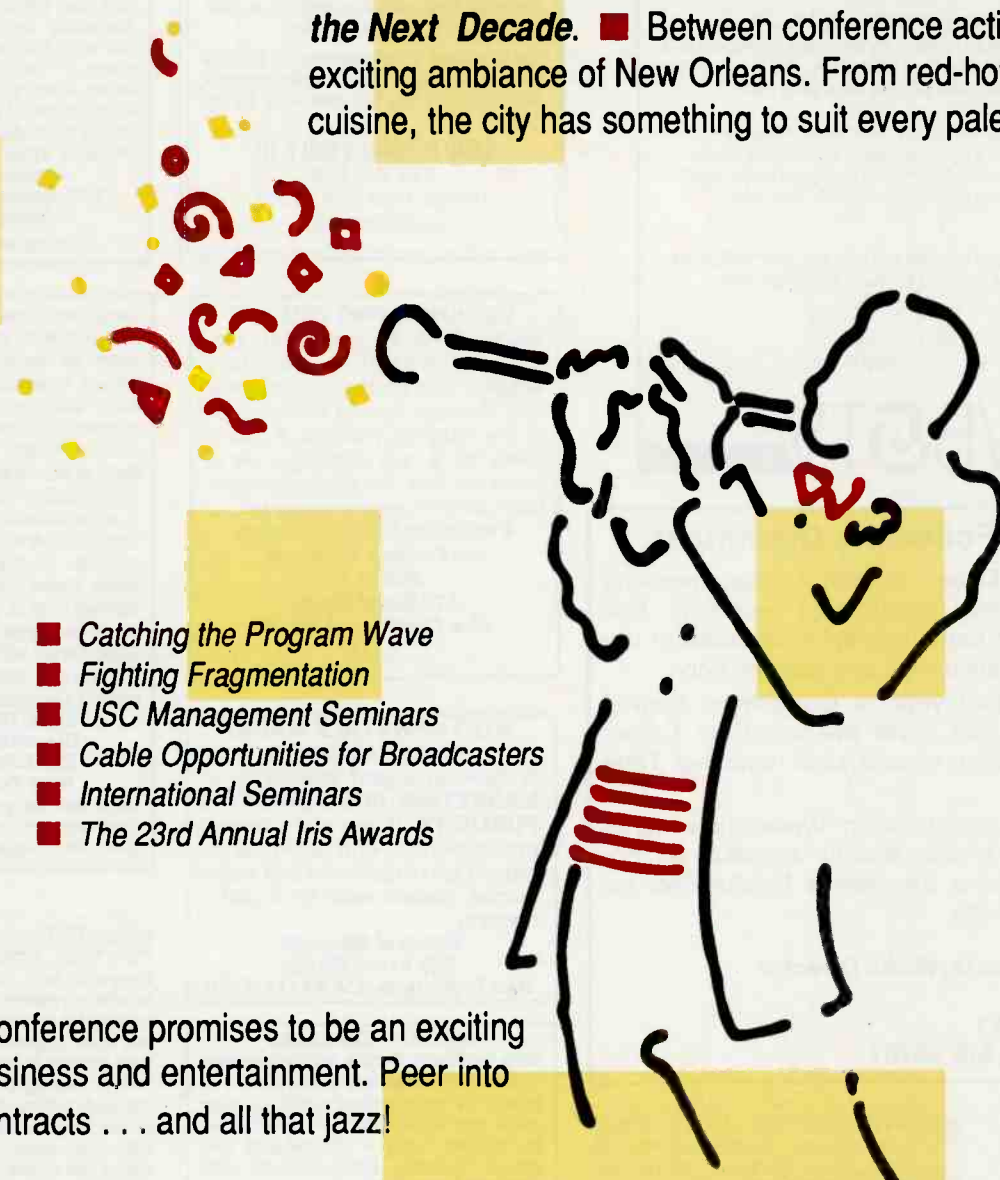
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# NATPE INTERNATIONAL C H A L L E N G E S I N T H E N E X T D E C A D E NEW ORLEANS 1990

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NATPE International

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10100 Santa Monica Blvd.  
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(213) 282-8801  
CONTACT: Philip Corvo, President

London Offices:  
01/493-5029  
CONTACT: Peter Lord,  
European Representative

Latin American Offices:  
(562) 251-6577  
CONTACT: Maricio Calle,  
Latin American Representative

# Classified Advertising

To place a Classified ad in New York call Tina Sposato (212) 210-0204. In L.A. call Lisa Padilla (213) 651-3710.

## Help Wanted

### News Promotion Writer/Producer

WCVB-TV Boston seeks an enthusiastic and talented Promotion Writer/Producer to create on-air promotion for news series, specials and topical news promotion. If you are the Best of the Best, this is a chance to make your mark in an extremely competitive local news market.

The position requires one or two years' prior television promotion experience and a familiarity with the operations of a television newsroom. The candidate should be able to function creatively under tight deadlines and demonstrate strong interpersonal skills. Bachelor's Degree preferred.

Interested applicants should send resume and reel to Carol Nicholson Bolling, Human Resources Manager, 5 TV Place, Needham, MA 02192. No phone calls please.

Equal Opportunity Employer  
Minorities and Females Encouraged to Apply.

# WCVB-TV

### WCBI-TV Has the Following Openings:

- 1 - ANCHOR/REPORTER:** Duties include: Anchor week-end newscast/produce. General assignment reporting. Edit and ability to shoot own material helpful. Journalism degree with reporter experience-tape and resume only.
- 2 - REPORTER:** At least one year of experience, degree in journalism required. Will cover the following: Crime, Consumer Affairs and some investigative reporting. Tape and resume only.
- 3 - METEOROLOGIST:** Part-time position. Week-end weather anchor fill in for primary anchor and be available for environmental reporting. Some experience helpful-Seal required. Tape and resume only.

Reply to:

**Gene Edwards, News Director**  
WCBI-TV  
P.O. Box 271  
Columbus, MS 39701

**LOCAL SALES MANAGER:** NBC Affiliate in Top 50 N.E. market. We seek an aggressive, dynamic individual to lead a staff of 10. Sales management background required with proven new business track. Excellent opportunity to grow with a leading television group. Send resume and salary requirements to: ELECTRONIC MEDIA, Classifieds Box A-06, 220 East 42nd Street, New York, NY 10017. EOE.

**NEWS PROMOTION PRODUCER:** Responsible for producing topical news promos as well as news series. Also working with a syndicated program doing topical promotion. A minimum of 3 years TV experience, 3/4" editing a must. Send tapes and resumes to Stacey J. Marks, Creative Services Director, WSVN-TV, 1401 79th Street Causeway, Miami, FL 33141. EOE.

**PRODUCER/WRITER:** WABC-TV Eyewitness News seeks an experienced Producer/Writer. Candidate should have a minimum of five years line producing experience. Some background with special project production a plus. Send resumes to Henry Florsheim, Assistant News Director, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an Equal Opportunity Employer.

**NEWS PHOTOGRAPHER:** KTVY-TV is looking for a News Photographer with a minimum of two years experience. Photographer must be able to tell a story with pictures and natural sound, edit his own video tape, and be able to work with people. Photographer will be provided his own gear. Send resume and tape to Chief Photographer, KTVY, P.O. Box 14068, Oklahoma City, OK 73113. EOE.

**WWMT seeks Marketing Consultant** for rapidly growing developmental sales effort. Sales experience required. Send resume to: WWMT, 233 E. Fulton, Suite 222, Grand Rapids, MI 49503. EOE.

## Help Wanted

## Help Wanted

### WANTED: INNOVATIVE RADIO TALK SHOW PRODUCER

Nationally syndicated show debuting in 1990 needs producer for unique format.

You must have: 5 years experience, ability to work well in a team and the desire to play a major role in a new talk radio show for the 1990's.

**SEND RESUMES ONLY TO:**  
P.O. Box 338  
Buffalo, New York 14205  
~ NO BEGINNERS!! ~

### YOU KNOW WHO YOU ARE

You're one of the best, most creative TV Promotion Directors around. You do the kind of work that changes viewing habits. Even in the toughest markets. If you're ready for a real challenge, we're ready for you. Send your resume, work samples, salary history to:

**Promotion Director Search**  
c/o Carolyn Simmons  
WDSU-TV  
520 Royal Street  
New Orleans, LA 70130  
EEO

### KGO NEWSTALK RADIO SAN FRANCISCO

Is seeking expert leadership in **MARKETING, PROMOTION and PUBLICITY.** If you are a proven professional, with solid background and experience in a major market, please write for a Jan 1 opening.

**General Manager**  
900 Front Street  
San Francisco, CA 94111-1450

### SYNDICATION SALES

New contracts dictate adding another Syndication executive to our staff. 2+ years TV syndication sales experience and knowledge of distribution techniques. Base + commission. Excellent benefits. Send resume with earnings history to:

**Joann Blackburn, V.P.**  
WesternWorld  
10523 Burbank Blvd.  
No. Hollywood, CA 91601  
"No-smoking environment" EOE M/F/H

### OUTREACH ASSISTANT - PUBLIC TV:

MATC is seeking a qualified individual to serve as liaison with community based organizations and other community groups or task forces; to respond to issues and needs through station's resources; to coordinate station related activities with appropriate community groups; and to provide technical support in community projects as necessary. Related duties include developing and writing press communications related to outreach projects; assisting in the scheduling of speaking engagements; and assisting in special displays or previews as necessary. The successful applicant must have a Bachelor's degree in Communications, Public Relations or related field; and two (2) years of occupational work experience in a related area; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities. To apply, please call (414) 225-1800 for an application form. The closing date for applying is October 27, 1989. Resumes and letters of application will not be accepted in lieu of a completed MATC application. Milwaukee Area Technical College, 700 West State Street, Milwaukee, WI 53233. An Equal Opportunity Employer

**NBC AFFILIATE, WICS-TV, Springfield, Illinois** is looking for an experienced **GENERAL ASSIGNMENT REPORTER.** Experience with live shots a plus. Send resumes and non-returnable videotapes to WICS-TV, PERSONNEL DEPARTMENT, 2680 E. Cook Street, Springfield, IL 62703. No phone calls please. EOE.

## Help Wanted

### VIDEO TECHNICIAN

Growing cable company seeks ambitious person to maintain video and audio systems used in TV production facility, master control, production van, and ENG operation. Bachelor or Associate Degree and factory VTR/camera schooling preferred; 1-3 years in Basic and Advanced Electronic Theory, specializing in audio/video repair or the recognized equivalent in work experience and self-study required. Write:

**Greater Media Cable**  
1351 South Delaware Avenue  
Philadelphia, PA 19147  
Affirmative Action Employer

Large southeastern market network affiliate with major news commitment is seeking self-starting, talented newscast producer for half-hour, early morning newscast. The successful candidate will be an excellent writer, experienced videotape editor and an individual who is comfortable working overnight. This is an excellent opportunity for a primary newscast producer in a smaller market. Our station does more news than any other in the market and is equipped with all the tools necessary to do the job right. Experience with NewStar, Beta and SNG very helpful. Send resume, writing samples and references to:

**ELECTRONIC MEDIA**  
Classifieds, Box B-01  
220 East 42nd Street  
New York, NY 10017  
We'll call for your tape. Applications from women and minorities are especially encouraged.

### MANAGEMENT OPPORTUNITY—ONE

**POSITION AVAILABLE:** Nation's most dynamic and fastest growing single-source consumer information company is looking for a media professional to fill our last open regional manager position. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company, send your resume to Patrick McDonnell at Impact Resources, 125 Dillmont Drive, Columbus, OH 43235.

**Remote truck maintenance engineers** for Multimedia Video Productions in Cincinnati, Ohio. Must have leadership qualities and be willing to travel. Excellent pay and benefits. Send resume to Director of Mobile Engineering, 250 Production Plaza, Cincinnati, Ohio 45219.

**NEED EXPERIENCED** Quantel Paintbox artist for nationally syndicated show based in the Washington, D.C. area. Strong design skills a must. Send reel and resume with salary requirements to: Holly Buehler, Graphics Department, P.O. Box 799, Washington, D.C. 20044

**GOVERNMENT JOBS!** Now hiring in your area, both skilled and unskilled. For a current list of jobs and application, call 1-615-383-2627 Ext. P 195

## Equipment

### U.S. CONCORD, INC. Equipment Leasing for TV Stations Sales Representatives

Northeast/Southeast	Bill Jackson	212-415-0680
Midwest/Southern	Bob Burtis	312-990-3180
North Central/NW Rockies	Debbie Andersen	612-921-8498
Calif./Nevada/Arizona	Ray Orphan	714-863-9795

## Video Tape Svs.

**CARPEL**  
VIDEO

Lowest prices on blank videotapes!  
Broadcast quality guaranteed.  
Call for Catalog

**TOLL FREE: 800-238-4300**

## Professional Svs.

### LEARN TO SELL TV TIME

The program works. Former students now sell for NBC, ABC, Katz, Blair, TeleRep and dozens of tv stations across the country. Call for free information packet.

**ANTONELLI MEDIA**  
TRAINING CENTER  
(212) 206-8063

### SELLING/MANAGEMENT CAREER DERAILED? GET ON TRACK

**ANTONELLI SEARCH**  
(212) 206-8063

## Equip. For Sale

**KLINE TOWER** 645 feet with two platforms, has been dismantled. (205) 322-6666 WBRC-TV.

## Situations Wanted

**TOP 3 NETWORK**  
Network tv executive, 20 years experience in programming, production, sales and promotion, seeking new challenges and opportunities. New York based—relocation considered. Write to:  
**ELECTRONIC MEDIA**  
Classifieds, Box #A-02  
220 East 42nd Street  
New York, NY 10017

**EXPERIENCED RADIO TALK SHOW**  
Host with some cable tv seeks position as tv talk show host preferably in the Midwest. P.O.Box 19600, Chicago, IL 60619.

**FOR THE BEST RESULTS  
YOUR MONEY CAN BUY  
ADVERTISE YOUR AD  
HERE. . .**

**212-210-0204**

## Equipment

# Classified Advertising

To place a Classified ad in New York call Tina Sposato (212) 210-0204. In L.A. call Lisa Padilla (213) 651-3710.

## News Talent

### Here's what they say about Sherlee Barish:

"When I get a tape from Sherlee I know it's worth looking at."



"She's probably discovered more anchors and reporters than any agent I know."

"It's worth my while to take a phone call from Sherlee Barish."



**Sherlee Barish & Associates**  
Broadcast Personnel, Inc.  
407 Broad Street  
Milford, PA 18337  
717/296-5044

Representing talent, management and producers in television news.

## Employment Svs.

### 10,000 RADIO and TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities.

One week \$7.00 — **SPECIAL SIX WEEKS \$15.95 ...SAVE \$20.00**  
Yearly \$120.00  
**MONEY BACK GUARANTEE**

1553 N. EASTERN Dept F  
LAS VEGAS, NEVADA 89101

**American Radio**  
JOB MARKET



1553 N. Eastern, Las Vegas, NV 89101

1-900-234-INFO ext. TV (88)  
**JOBPHONE**

THE NATIONAL JOB LISTING  
SERVICE FOR THE  
COMMUNICATIONS INDUSTRY

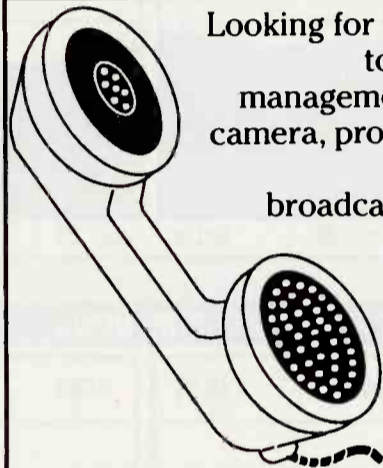
\$2 per minute From any touch tone phone

### ATTENTION: ADVERTISERS

Please send all copy, mechanicals, payments, and blind box replies to:

**CLASSIFIED DEPT.**  
**Electronic Media**  
220 East 42nd St.  
New York, N.Y., 10017

Looking for highly qualified candidates to fill positions in management, sales, marketing, on-camera, production, technical or other areas of broadcast or cable operations?



**ELECTRONIC MEDIA CLASSIFIED**  
is for you!

## Station Services

# 15 years.

ABC O&Os  
CBS O&Os  
NBC-TV  
WDAF-TV  
WBRC-TV  
KTVX  
WPXI-TV  
KNMZ-TV  
KVOS-TV  
WLOS-TV  
WTTV  
WTOL-TV  
WDSU-TV  
WAGT-TV  
WROC-TV  
WRCB-TV  
WKRC-TV

WALA-TV  
WSFA-TV  
WTVJ  
KMGH-TV  
KOIN-TV  
WIS-TV  
WXFL-TV  
WDZL-TV  
KGUN-TV  
KNTV  
WAPA-TV  
KLAS-TV  
WITN-TV  
KREM-TV  
WRDW-TV  
WSYX-TV  
WQLN-TV

*Just some of the clients served over the years. Even more valuable today in filling a station's promotion and design needs.*

**George Rodman Associates**  
200 Clock Tower Place  
Carmel, CA 408/626-1630

## ADVERTISING RATES

**Display Rates:** Display ads are \$63.00 per column inch. Greater frequency rates are available. Display advertising is available in units of 1 inch or larger.

**Non-Display Rates:** Non-display classified rates (straights) are \$1.10 per word with a minimum charge of \$22.00 per advertisement.

**Blind Boxes:** Add \$14.00 per advertisement. Blind box replies should be addressed to Electronic Media, Box #, 220 East 42nd St., New York, NY 10017.

**Deadlines:** Copy must be in typewritten form in the New York office by noon Tuesday prior to publishing date. Prepayment required for straight advertising. Send copy and payment to:

**Classified Advertising,**  
**ELECTRONIC MEDIA,**  
220 East 42nd Street,  
New York, N.Y. 10017.

ELECTRONIC MEDIA cannot be responsible for advertisements sent via telecopier that are not clearly legible or for ads sent with detailed layouts that we typeset. (FAX # N.Y. 212-210-0799--L.A. 213-655-8157).

To place an ad call in N.Y.  
**TINA SPOSATO**  
(212) 210-0204

In L.A., call  
**LISA PADILLA**  
(213) 651-3710

## JOBS

### Broadcast TV

**KHOU-TV** in Houston is seeking a **TV research/marketing analyst** with two years experience at a TV station, rating service, ad agency or rep firm. Required skills include desk-top publishing, word processing, knowledge of rating services. Good writing and analytical skills important. Send resumes and salary histories to Jeff Lovins, director of research, KHOU-TV, 1945 Allen Parkway, Houston, Texas 77019. Phone: 713-521-4391.

**WOIO-TV** in Cleveland is seeking an **on-air promotions producer** with a minimum of two years experience and a college degree. Candidate must be proficient with switcher, ADO, Chyron, and audio board systems. Send resumes and tapes to Richard Sullivan, program director/operations manager, WOIO-TV, 2720 Van Aken Blvd., Cleveland, Ohio 44120. Phone: 216-561-1919.

**KOKH-TV** in Oklahoma City is seeking a **broadcast salesperson** with knowledge of ratings books and related research. Must be able to manage existing accounts and cultivate new business for a rapidly growing station. Send resumes to Cliff Walton, local sales manager, KOKH-TV, P.O. Box 14925, Oklahoma City, Okla. 73113. Phone: 405-843-2525.

**KLMG-TV** in Longview, Texas, is seeking an **assistant production manager** with experience in writing, shooting, lighting and editing. Candidates' experience in special projects directing a definite plus. Send resumes to Joel Losego, production manager, KLMG-TV, 701 N. Acces Road, Longview, Texas 75608. Phone: 214-753-5051.

**WWMT-TV** in Kalamazoo, Mich., is seeking a **national sales assistant** with experience but will train promising candidate. Job is detail-oriented, and candidates need strong communication skills. Responsibilities include clerical duties, computer and rep firm work. Send resumes to Al Lancaster, national sales manager, WWMT-TV, 590 W. Maple, Kalamazoo, Mich. 49008. Phone: 616-388-3333.

**KREM-TV** in Spokane, Wash., is seeking a **special projects producer** with news and programing production experience. Special projects producer will handle series, documentary and project programs. Send resumes and tapes to Bob Melisso, news director, KREM-TV, 4103 S. Regal St., Spokane, Wash. 99223.

Phone: 509-448-2000.

**KDEB-TV** in Springfield, Mo., is seeking a **creative services director** with experience writing and producing commercial spots. Duties include scheduling and coordinating all commercial production. Send resumes and tapes to Jack McGee, operations manager, KDEB-TV, 3000 E. Cherry St., Springfield, Mo. 65802. Phone: 417-862-2727.

**KIDY-TV** in San Angelo, Texas, is seeking a **chief engineer** with knowledge of all facets of commercial broadcasting and the ability to manage people. Send resumes to Jamie George, business manager, KIDY-TV, 406 S. Irving, San Angelo, Texas 76903. Phone: 915-658-2666.

**KPRC-TV** in Houston is seeking an **account executive** with three to five years broadcast sales experience. Will consider ad agency or sales experience in other fields. Send resumes to Jim Horky, local sales manager, KPRC-TV, 8181 Southwest Freeway, Houston, Texas 77074. Phone: 713-771-4631.

**WJBK-TV** in Southfield, Mich., is seeking a **design manager** to create, maintain and oversee all aspects of station image/graphic needs including on-air, print, set design, animation and specialty items. Knowledge of paintbox and management experience required. Send resumes and salary requirements to Katy Baetz Matthews, promotions manager, WJBK-TV, 16550 W. Nine Mile Road, Southfield, Mich. 48075. Phone: 313-552-5270.

### Journalism

**WFIE-TV** in Evansville, Ind., is seeking a **news producer** to produce viewer-oriented newscasts as well as specials and series. Send resumes to C.J. Beutien, news director, WFIE-TV, 115 Mt. Auburn Road, Evansville, Ind. 47701. Phone: 812-426-1414.

**WLBK-AM/WDEK-FM** in DeKalb, Ill., is seeking a **news anchor/reporter** with experience for an immediate opening. Send writing samples, tapes and resumes to Mike McPhillips, news director, WLBK/WDEK, 711 N. First St., DeKalb, Ill. 60115. Phone: 815-756-9250.

**WXRT-FM** in Chicago is seeking a **reporter/anchor** with strong writing skills and a minimum of three years experience. Send resumes and tapes to Neil Parker, news director, WXRT, 4949 W. Belmont, Chicago, Ill. 60641. Phone: 312-777-1700.

### Other

**Brockway Broadcasting Corp.** in New York is seeking a **sales representative** for syndication with at least two years experience. Salary plus commission plus an outstanding benefits package. Send resumes and salary requirements to Bill Maier, senior vice president, Brockway Broadcasting Corp., 10 Hub Drive, Melville, N.Y. 11747. Phone: 516-753-6600.

**American Federation of Television and Radio Artists** in New York is seeking an **assistant national executive director** with a degree in industrial relations or law. Must be conversant in NLRA-LMRDA and have knowledge of labor board procedures. Needs experience in multi-employer contract negotiations and grievance procedures, and employee organizing and office administration experience a plus. Must be willing to travel. Send resumes and requirements to John Hall Jr., national executive director, AFTRA, 260 Madison Ave., New York, N.Y. 10016.

**Seltel** in New York is seeking a **research analyst** with at least one year experience with Arbitron Ratings Co. and Nielsen Media Research data sales estimates. College degree required. Send resumes to Paula Dopsch, director of research, Seltel, 575 Fifth Ave., New York, N.Y. 10017. Phone: 212-370-4100.

**Sun World Satellite News** in Washington is seeking an **office manager/producer** to run its USSR-US news bureau office. Excellent computer and office skills necessary. Russian language a plus. Send resumes to Claudia Barbieri, executive producer, Sun World Satellite News, 444 N. Capitol St., NW, Suite 601C, Washington, D.C. 20001. Phone: 202-783-7173.

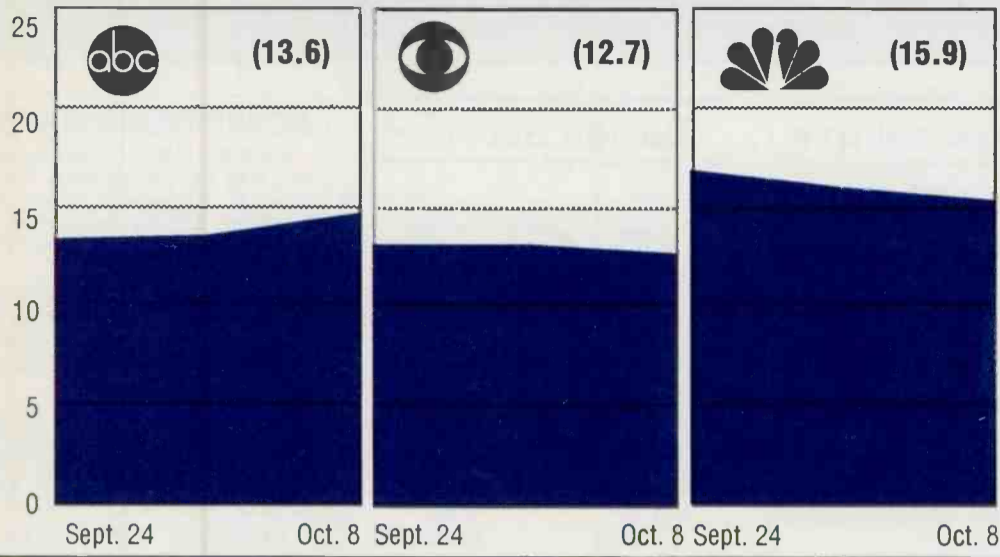
**Mediatech East** in New York is seeking a **maintenance engineer** with experience in Ampex 1-inch, 2-inch, JVC 1/2-inch, Sony 3/4-inch, Bosch routers, etc. Send resumes to Peter Rydell, vice president of operations, Mediatech East, 216 W. 18th St., New York, N.Y. 10011. Phone: 212-463-8300. #

*The "Jobs" column is an editorial feature compiled by Kymi Armour. Media companies with job openings should send the job title and a brief description to her at ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill. 60611. She can be reached by phone at 312-649-5414 or fax at 312-649-5465. Items must include an address and phone number. Decisions on which items are published and what wording is used in the "Jobs" column are made by EM's editorial staff.*

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

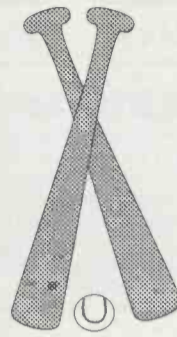
### WEEKS 1-3: SEPT. 18 THROUGH OCT. 8

#### NETWORK PRIME TIME



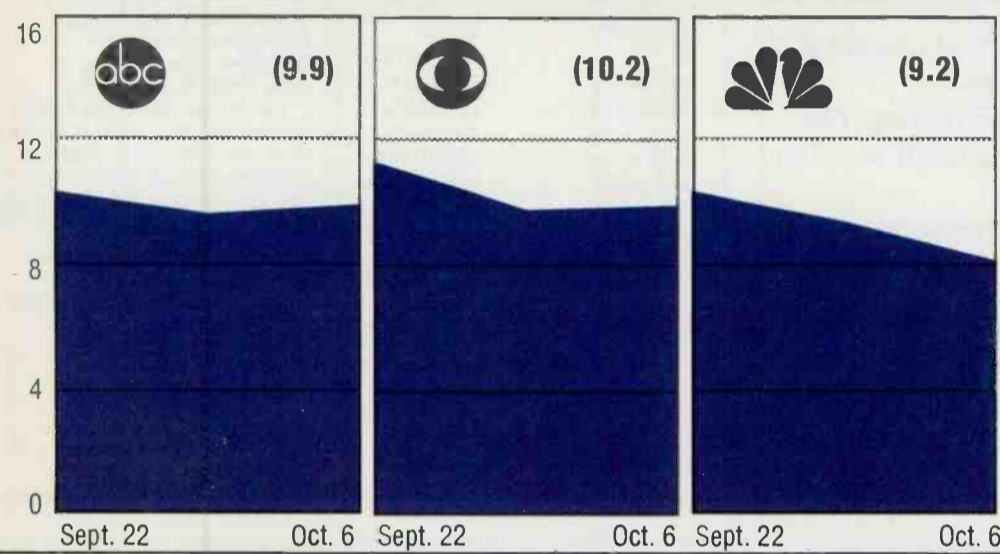
#### IN THE SPOTLIGHT

#### Recent World Series ratings/shares

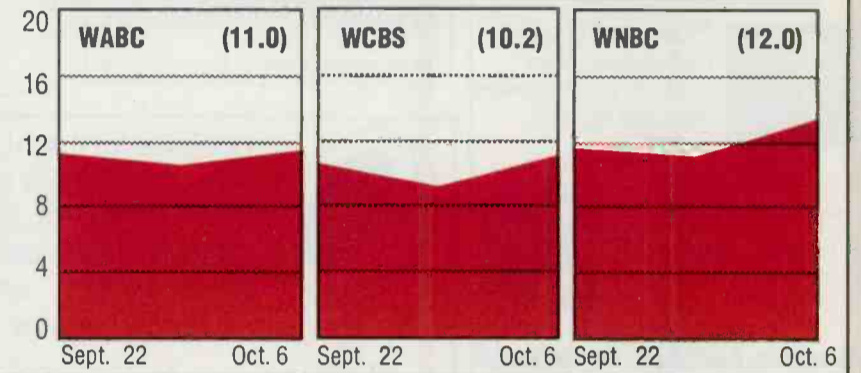


Year	Teams (winners)	Ratings/shares
1981	N.Y. Yankees vs. L.A. Dodgers	29.9/49
1982	Milwaukee Brewers vs. St. Louis Cardinals	27.9/49
1983	Baltimore Orioles vs. Philadelphia Phillies	26.1/40
1984	Detroit Tigers vs. San Diego Padres	22.6/40
1985	St. Louis Cardinals vs. Kansas City Royals	25.3/39
1986	N.Y. Mets vs. Boston Red Sox	28.6/45
1987	St. Louis Cardinals vs. Minnesota Twins	24.0/40
1988	Oakland Athletics vs. L. A. Dodgers	23.9/39

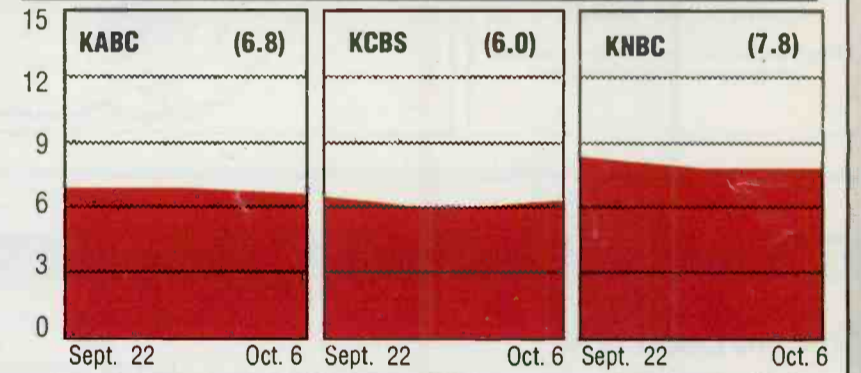
#### NETWORK EVENING NEWS



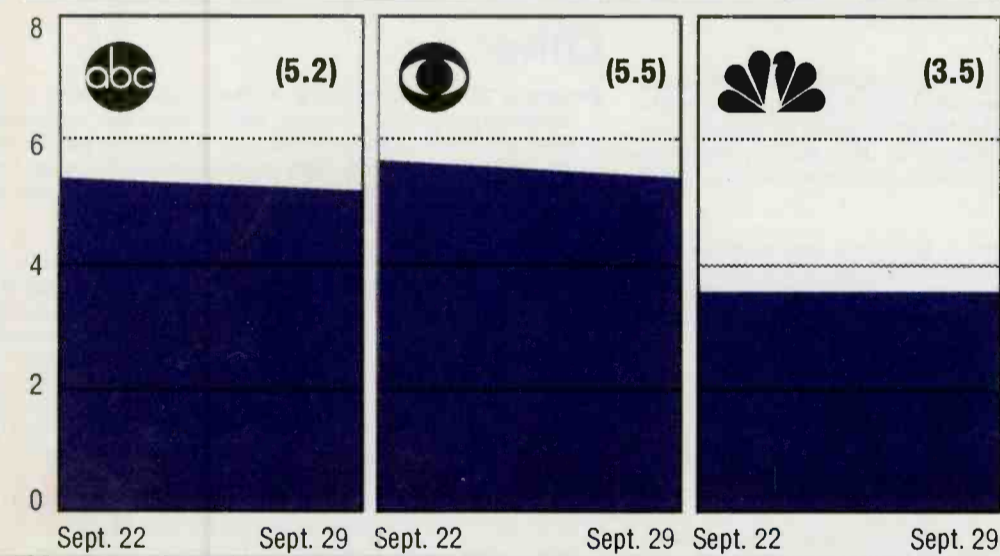
#### NEW YORK 11 P.M. LOCAL NEWS



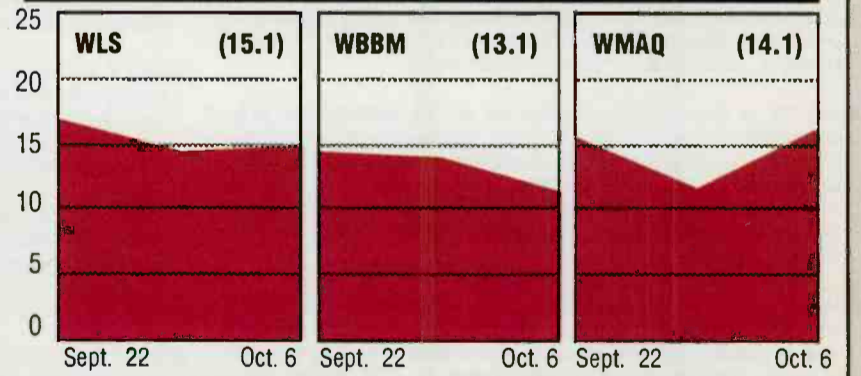
#### LOS ANGELES 11 P.M. NEWS



#### NETWORK DAYTIME—SEPT. 22 TO SEPT. 29



#### CHICAGO 10 P.M. LOCAL NEWS



### SEASON-TO-DATE RATINGS/SHARES OF PRIME-TIME PROGRAMS FROM SEPT. 18 TO OCT. 8

1. Roseanne	ABC 26.4/40	(t) Major Dad	CBS 15.7/25	(t) Island Son	CBS 13.3/23	(t) Prime Time Live	ABC 10.1/18	81. Cops	Fox 6.3/12
2. The Cosby Show	NBC 24.9/42	22. Murphy Brown	CBS 15.6/23	42. People Next Door	CBS 13.2/20	62. Paradise	CBS 9.9/19	(t) Fox Night at the Movies	Fox 6.3/10
3. Cheers	NBC 24.2/39	23. Doogie Howser, M.D.	ABC 15.5/24	43. Just the Ten of Us	ABC 13.0/23	(t) Peaceable Kingdom	CBS 9.9/16	83. Booker	Fox 5.9/11
4. A Different World	NBC 23.4/38	24. Amen	NBC 15.2/28	(t) NBC Sunday Night Movie	ABC 13.0/21	64. Life Goes On	ABC 9.8/18	84. Reporters	Fox 5.3/10
5. Golden Girls	NBC 23.0/41	(t) Full House	ABC 15.2/29	45. Midnight Caller	NBC 12.9/22	65. Totally Hidden Video	Fox 9.7/15	85. Tracey Ullman Show	Fox 4.7/8
6. The Wonder Years	ABC 22.5/35	26. ABC Sunday Night Movie	ABC 15.1/25	46. 48 Hours	CBS 12.6/22	66. Quantum Leap	NBC 9.6/17	86. Garry Shandling Show	Fox 3.9/7
7. Empty Nest	NBC 21.4/38	27. Jake and the Fatman	CBS 14.8/23	(t) 227	NBC 12.6/24	(t) Snoops	CBS 9.6/18	87. Beyond Tomorrow	Fox 3.1/6
8. Dear John	NBC 20.3/33	(t) Nutt House	NBC 14.8/24	48. Dallas	CBS 12.5/22	68. America's Most Wanted	Fox 9.3/16		
9. Murder, She Wrote	CBS 20.2/32	29. Hogan Family	NBC 14.7/23	49. Newhart	CBS 12.3/21	(t) Mission: Impossible	ABC 9.3/16		
10. Chicken Soup	ABC 19.7/31	30. ALF	NBC 14.4/23	50. Rescue 911	CBS 12.2/20	70. Tour of Duty	CBS 9.2/17		
11. Who's the Boss?	ABC 19.6/32	31. Designing Women	CBS 14.2/22	51. Wiseguy	CBS 12.0/22	71. Living Dolls	ABC 8.9/17		
12. 60 Minutes	CBS 18.7/33	(t) The Famous Teddy Z	CBS 14.2/21	52. Married...With Children	Fox 11.8/19	72. Sister Kate	NBC 8.8/14		
13. Matlock	NBC 18.6/30	33. NBC Movie of the Week	NBC 14.0/25	53. Baywatch	NBC 11.7/22	73. Homeroom	ABC 8.7/14		
14. Growing Pains	ABC 18.2/31	34. thirtysomething	ABC 13.9/25	54. Young Riders	ABC 11.6/19	74. Sat. Night W/C. Chung	CBS 8.1/16		
15. Head of the Class	ABC 18.0/29	(t) 20/20	ABC 13.9/26	55. My Two Dads	NBC 11.4/18	75. Open House	Fox 7.9/13		
(t) Unsolved Mysteries	NBC 18.0/30	36. China Beach	ABC 13.8/25	56. MacGyver	ABC 11.2/19	76. ABC Mystery Movie	ABC 7.8/15		
17. NBC Monday Night Movies	NBC 17.8/28	(t) Perfect Strangers	ABC 13.8/24	57. Top of the Hill	CBS 10.9/18	(t) Magical World of Disney	NBC 7.8/14		
(t) NFL Monday Night Football	ABC 17.8/31	38. Anything But Love	ABC 13.6/21	58. Wolf	CBS 10.5/16	(t) Mr. Belvedere	ABC 7.8/15		
19. Night Court	NBC 16.5/26	(t) Family Matters	ABC 13.6/25	59. Falcon Crest	CBS 10.4/19	79. Alien Nation	Fox 6.9/10		
20. Knots Landing	CBS 15.7/28	40. CBS Sunday Movie	CBS 13.3/22	60. Free Spirit	ABC 10.1/16	80. 21 Jump Street	Fox 6.4/10		

## BRIEFLY NOTED

## Broadcast TV

Bahamian Prime Minister Lynden Pindling has dropped a libel suit against NBC and correspondent Brian Ross, NBC News said recently. The lawsuit had focused on a story Mr. Ross reported in 1984 that accused Bahamian officials of accepting bribes from illegal drug traffickers.

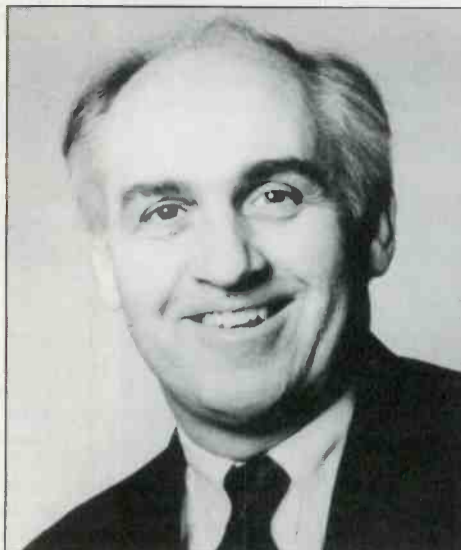
CBS News reports that David Corvo, executive producer for "CBS This Morning" and "The CBS Morning News," has been named vice president of administration for CBS News. Erik Sorenson, vice president and station manager of KCBS-TV in Los Angeles, will replace Mr. Corvo. In addition at CBS, Ted Savaglio was named senior producer of "CBS This Morning." Mr. Savaglio had been vice president of administration and deputy director of news coverage for CBS News.

Dr. C. Everett Koop, the former U.S. Surgeon General, will host a series of hour-long specials for NBC. The first of the specials, which will focus on health care and will be produced by MacNeil/Lehrer Productions, is set to air in May.

## Cable TV

Jones Intercable, the nation's 10th-largest cable multiple system operator, recently completed its purchase of about 126,000 subscribers from Centel Corp. for \$340 million. The acquisition was the second largest in Jones' history in terms of number of customers. Jones now serves 1.3 million subscribers.

A pay-per-view rock concert featuring Elton John, scheduled for telecast Oct. 13 on cable TV systems nationwide, was canceled by producer King Biscuit Television. King Biscuit, a new PPV subsidiary of DIR Broadcasting Corp., said the show was canceled "due to insurmountable, last-minute contractual complications." The complications were not specified and DIR President Bob Meyrowitz was unavailable



Baruch Television Group in Washington has cleared its "Billy Packer's College Basketball Preview Special," featuring Billy Packer (above), on 135 stations representing 80 percent of the country.

for comment.

Movietime may change its name as part of its overall channel reformatting, according to spokesman John Kroll, but a change won't occur unless the right name is developed. "We won't change the name just to change the name," he said. Movietime announced earlier that it is revamping the channel in the wake of HBO's management takeover of the basic service.

Tele-Communications Inc. has formed a seventh operating division to oversee cable systems in Illinois, Indiana and other yet-to-be-named Midwest states. Al Giannotti, currently vice president and chief operating officer of TCI's East division, will serve as chief operating officer of the new Great Lakes division. Tom Van Bockern, currently controller of TCI's West division, will replace Mr. Giannotti.

## Radio

Viacom Broadcasting's WLTW-FM, a light rock station in New York, joined Malrite Communications Group's WHTZ-FM, a contemporary hit station, as the top-rated radio station in New York, according to summer Arbitron Co. radio ratings released recently. WLTW and WHTZ were tied for the top spot in the report, each with 5.7 shares for listeners 12 and older. Cox Enterprises' adult contemporary station, KOST-FM in Los Angeles, was the top station in that market with a 6.8 share, while Tribune Broadcasting Co.'s mass-appeal WGN-AM in Chicago was No. 1 in the Chicago market with a 9.3 share, Arbitron said.

Beasley Broadcast Group, which is based in Naples, Fla., recently announced that it is selling KRTH-AM in Los Angeles to Santa Ana, Calif.-based Liberman Broadcasting for \$23 million. The sale, which is contingent on approval from the Federal Communications Commission, is expected to close this year. Beasley bought the station, along with KRTH-FM, from RKO General earlier this year for \$86.6 million. Beasley says it plans to retain the FM station.

Radio station broker Robert Biernacki has announced his first transaction since leaving Mahlman Co. last year to launch his own firm, Biernacki Brokerage, in New York. Under an agreement signed earlier this month, Sage Broadcasting Corp. of Stamford, Conn., will sell KMNS-AM/KSEZ-FM in Sioux City, Iowa, to Legend Communications of Columbia, Md., for \$3.25 million, pending Federal Communications Commission approval.

## First-run syndication

Orion Television Entertainment last week officially announced it has produced a pilot to revive "Name That Tune" in first-run syndication for fall 1990. Singer/songwriter Peter Allen has been named as the host of

the project and Marty Pasetta, who directed 17 consecutive Academy Award ceremonies, has been named executive producer. "Name That Tune" is planned as a half-hour strip.

Actress Jennifer O'Neill has been signed to host Harmony Gold's "World of Horses." The 26 half-hour series, available next year, will travel the world to examine the special relationship between humans and horses.

## Other

Metromedia Co. Chairman John Kluge topped Forbes magazine's annual list of the 400 richest Americans. Mr. Kluge, with an estimated worth of \$5.2 billion, led stock investor Warren Buffett, who has a stake in Capital Cities/ABC, with \$4.2 billion; and Viacom International Chairman Sumner Redstone, with \$2.8 billion. Turner Broadcasting System President and Chairman Ted Turner was 25th on the list with \$1.7 billion. Also in the top 50 were Rupert Murdoch, \$1.7 billion; CBS Inc. President and Chief Executive Officer Laurence Tisch, \$1.3 billion; and MGM/UA Communications Co. investor Kirk Kerkorian, \$1.3 billion.

Negotiations for the domestic TV rights to the U.S.-based 1994 World Cup soccer championships have been reopened due to complaints of unfair bidding practices. NBC and its part-owned SportsChannel America had apparently sewn up the rights, yet Turner Broadcasting System, which is a contender for the rights, complained soccer organizers gave NBC and SportsChannel preferential treatment, believing theirs was the only bid forthcoming.

The Senate Commerce Committee recently approved legislation giving political candidates the right to buy non-pre-emptible ad time at the less-expensive rates charged for pre-emptible time. The committee also approved a bill setting spending limits for the FCC at \$109.8 million for the current fiscal year, starting Oct. 1, and \$119.8 million for the year starting Oct. 1, 1991. #

## U.S. syndicator aims at worldwide market

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—Allied Communications Inc., a new distributor, has been formed to internationally syndicate several independent producers' long-form product.

The newly formed company, which is focusing on syndicating made-for-television movies and miniseries, named Fred Haber to oversee its international operations.

Mr. Haber, who has been representing ACI informally for nearly five months, was recently named president of ACI International, the company's overseas division.

He has been operating Alfred Haber Inc., an international distribution and marketing firm that has distributed all types of TV programming, specializing in network music and variety specials.

As part of his deal with ACI, Mr. Haber will continue to operate his own company.

ACI's attendance at the MIPCOM market in Cannes, France, last week marked the company's first official showing at a trade show.

ACI is composed of the following independent production companies: The Avnet/Kerner Co., Robert Greenwald Productions, Leonard Hill Films, Michael Jaffe/Spectacor Films, The Konigsberg/Sanitsky Co., The Steve Tisch Co., von Zerneck-Sertner Films and Steve White Productions.

Together the eight companies represent 11 independent producers, some of which had participated in the syndicator The Movie Alliance before banding together in June to form ACI.

Leonard Hill, president of Leonard Hill Films, holds the title of chairman of ACI, and John Avnet, president of the Avnet/Kerner Co., serves as ACI's president.

The firm was originally called Alliance Communications Inc., but changed its name to Allied Communications Inc.

The recent appointment of Mr. Haber, who will be ACI's one-man sales force, marks the latest step in the new company's development.

ACI will be a lean operation, since part of the reason the producers formed it was to cut down on the amount of money they were losing to outside distributors who kept 35 percent to 40 percent of the revenues from the producers' films.

Mr. Haber admitted that he will have a large amount of territory to cover, but added, "I have always done all of the selling," referring to his own company.

After initially concentrating on selling international rights, ACI will branch out into domestic syndication in the United States.

The producers have kept U.S. syndication rights to 22 of their movies, which are "coming up free and clear" from other distribution deals, Mr. Haber said. #



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## We Deliver Results.



Photo by Wade Spees

WCIV-TV's Judy Skinner updates a phone information service in a room that once housed the station's computers.

## Stations rally in Hugo's wake

(Continued from Page 1)

he can.

For the first two weeks after the storm, that meant setting up shop in a vacant storefront and using cellular telephones to orchestrate the effort to get the station back on the air.

Now station personnel are housed in several trailers on a rubble-strewn lot behind the 13,000-square-foot building that used to house WCIV's offices and production facilities.

Part of the old studio space has already been reclaimed for a shiny new set for station newscasts.

The rest shows what hurricane-force winds and four feet of surging sea water can do: Now-useless video equipment, computers and office records are scattered in the muck. Upended furniture has an icing of mold.

"It was like the aftermath of World War III," said Mr. Brock. Yet Allbritton Communications-owned WCIV, which packed up much of its expensive equipment before Hugo hit, has fared better than some others here.

It got its network feed back on the air within two days. Now Mr. Brock says the station is also running its normal syndicated and local programming.

Meanwhile, storm winds estimated at speeds in excess of 135 miles per hour toppled Fox affiliate WTAT-TV's 1,650-foot transmitting tower.

WTAT, which is owned by Act III Communications, has been off the air ever since, but station personnel say they're hoping to get a 417-foot temporary tower up and running by Oct. 23.

"It's going to hurt us getting back on our feet," said Bill Littleton, WTAT's general manager.

WITV, the local educational station, lost its transmitter to three feet of salt water. The station is hoping to be back on the air by the middle of next month, at a different transmitter site.

"We're trying to get out of the mudhole that's left there," said Charlton Bowers, vice president of engineering for South Carolina Educational Television.

Storer Cable Communications' system here, which served 71,000 subscribers before winds knocked down up to 300 miles of its 1,400 miles of cable, had 11,000 customers on line last week. Roddy Edge, the system's vice president and general manager, doesn't think the system will be totally recovered before late December.

The local ABC affiliate, Media General-owned WCBF-TV, lost part of its roof. Also suffering some damage but spared the storm's surge was CBS affiliate WCSC-TV, owned by Crump Communications.

It was back on the air at 12:25 p.m. the day after the storm hit, offering nothing but emergency information at first, according to Harold Crump, WCSC president.

In another public service effort, Mr. Crump said the station has been preempting syndicated sitcoms during the morning for a special call-in show. The show features a psychiatrist who tries to help area residents cope with their anxieties in the storm's wake.

"It's costing 29 arms and 14 legs, but this is what broadcasting is all about," says Mr. Crump of the station's efforts. "We're here to serve the public."

Station representatives say most of them have been trying to help each other through the hard time. Yet some competi-

tive sparks have been flying.

Raising some hassles is the fact that WCBF kept its service on the air the longest before the storm hit, and got back on the air the quickest afterward, by considerable margins.

The station appears to have gotten its competitors' goats with an on-air promotion that says, "While the other stations were packing up, the TV-2 (WCBF) Action News team was gearing up for Hurricane Hugo."

WCIV's Mr. Brock says he ripped the promotion with an on-air editorial.

"This wasn't the time for self-serving congratulations, when other people have lost so much," Mr. Brock says.

"We've taken the high road and we're going to stick to it," added WCSC's Mr. Crump.

But Bill Evans, vice president and general manager of WCBF, says he believes his competitors just hadn't done enough to prepare themselves.

"We did what we were supposed to," Mr. Evans said. "We risked lives to serve our community."

Meanwhile, with businesses concentrating on repairs and consumers focusing on replacing lost necessities—broadcasters here say they expect the rest of the year to be slow on the sales front.

Yet they are also hoping for a strong first quarter next year, spurred by the billions of dollars in insurance money that's expected to flood into the market.

After all Charleston has been through, it seems safe to bet on improvement. "We've been adding a little bit every day," says WCIV's Mr. Brock.

"It looks better now than it did two weeks ago, and in another two weeks it will look even better." #

## Court to hear arguments on exclusivity

By DOUG HALONEN

Washington bureau chief

WASHINGTON—A federal appeals court here is slated to hear oral arguments today on the legality of the Federal Communications Commission's new syndicated exclusivity rules.

Under the controversial rules, which are scheduled to go into effect Jan. 1, cable operators may have to black out programs on distant broadcast TV signals when local broadcasters acquire exclusive rights to shows.

Yet parties with major stakes in the cable TV business are asking the court to throw out the regulations on a variety of grounds, including the argument that the rules run afoul of cable operators' First Amendment rights.

As of early last week, many supporters and opponents of the rules appeared to believe that the regulations had a 50-50 chance of surviving in the court.

"It's a tossup," says Preston Padden, president of the Association of Independent Television Stations. "It could depend on what side of the bed the judges get up on that day."

Yet Steve Effros, president of the cable industry's Community Antenna Television Association, one of the parties appealing the regulations, said, "From my perspective, we've got a very strong legal case."

Jeff Baumann, executive vice president and general counsel of the National Association of Broadcasters, said, "We feel the weight of the law is on our side."

Meanwhile, Jeff Treeman, a senior vice president for superstation-carrier United Video, said he has been trying to get the rules eliminated or postponed. #

## CBS's income declines 12%

By ADAM BUCKMAN

Staff reporter

NEW YORK—CBS said last week that a decline in net income at CBS/Fox Video caused a 12 percent decline in CBS Inc.'s earnings per share during the third quarter.

The losses at CBS/Fox, which distributes and markets videocassettes, were not specified by the company.

CBS said its Broadcast Group revenue increased 4 percent during the quarter. Operating profits for the Broadcast Group increased 2 percent.

For the third quarter, which ended Sept. 30, CBS said net income from its operations was \$61.8 million, or \$2.40 per share, on revenue of \$593.5 million.

That compares to net income of \$69.8 million, or \$2.72 per share, on revenue of \$567.9 million during the same three-month period a year ago.

Revenue for the CBS Broadcast Group increased to \$593.2 million this quarter from \$567.9 million during the third quarter of 1988, CBS said. Operating profits for the CBS Broadcast Group amounted to \$50 million during 1989's third quarter, compared with \$49 million in operating profits a year earlier. #

## Los Angeles to hear cable gripes

(Continued from Page 4)

because of problems it inherited from Group W Cable, the former owner of the cable system.

"I don't understand the purpose of this hearing at this time in the process," says Bill Rosendahl, Century's vice president of corporate

affairs. "We're doing everything we can to rebuild the plant and improve customer service."

Century Southwest is a subsidiary of New Canaan, Conn.-based Century Communications Corp., the 20th-largest multiple system operator in the country.

## Joyella named TvB chief

(Continued from Page 4)

vice president of Harrington Righter and Parsons, added that Mr. Joyella "brings a unique set of talents to this position."

Before joining TvB, Mr. Joyella spent nearly 20 years at CBS. He began as an account executive with the CBS Radio Network and worked his way up through sales and man-

agement positions with CBS-owned radio and TV stations and, eventually, the CBS Television Network.

TvB was created 35 years ago to market and promote strengths of television as an advertising medium. Based in New York, TvB has 550 member TV stations. The major TV networks and TV rep firms are also members of TvB. #

The system has more than 1,400 miles of cable throughout the north and west sides of Los Angeles.

Century, acting as one member of a five-company consortium, acquired its Los Angeles franchise when the group paid Westinghouse Electric Corp. \$2.1 billion for Group W Cable in 1987.

Ms. Herman says the reason Century's system draws so many complaints is that it is the oldest in Los Angeles. It fails to meet the video quality stipulations in its franchise agreement, she says. When the city granted the franchise, it did so with the provision that Century rebuild the system by 1993.

So far, 125 miles of new cable have been installed. Century officials say they expect to complete the 1,400-mile rebuild by next year. #

## 'Preview' rolls out

(Continued from Page 14)

Mr. Masini said it will have a \$25 million to \$30 million budget and will be sold on a cash-plus-barter basis.

"Preview" will be offered as a Monday-to-Friday strip, with an hour-long version of the show called "Preview—The Next Seven Days," available for week-ends.

The new show will borrow heavily from some of Mr. Masini's earlier efforts.

For example, Robin Leach, host of TPE's "Lifestyles of the Rich and Famous" and "Runaway With The Rich and Famous," will be the lifestyle on-air expert for "Preview."

Mr. Masini has gathered an ensemble of talent to host the program's different sections.

Dana Hersey, movie commentator for WSBK-TV, Boston, will look at new movies.

Melody Anderson, an actress who has appeared in "St. Elsewhere," "Dallas" and "Hotel," will cover television.

Marilyn McCoo, host of TPE's now-canceled "Solid Gold" and an original member of "The Fifth Dimension," will preview new music.

And model Carol Alt will report on fashion while Rona Elliot, a correspondent for NBC's "Today" will handle celebrity news. #

# Europe unfazed by U.S. quota complaints

(Continued from Page 1)

really written to be broken," said Bruce Johansen, vice president of international sales at Multimedia Entertainment, a New York-based syndication company.

Roger Miron, director of sales for Thames Television International, described the U.S. stance as a "storm in a teacup."

"Certain elements of the American industry have perhaps become slightly overemotional about this issue," he said. "They have yet to realize that the EC directive will have minimal effects on their situation."

But in Washington, officials were moving to protest the EC quota directive.

U.S. Trade Representative Carla Hills asked the General Agreement on Tariffs and Trade, the international trade forum, to allow the United States to hold consultations with European officials about the new EC directive.

On Friday, the GATT set a November date to hear the U.S. complaints about the directive, which urges that a majority of EC programs be produced by Europeans, "where practicable and appropriate."

"The (EC) directive is blatantly protectionist and unjustifiable," Ms. Hills said in a statement last week, adding that she was "deeply disturbed" by the decision.

The GATT, the forum Ms. Hills is using to make her protest, has no power to enforce its decisions.

Ms. Hills is trying to determine whether the so-called "TV Without Frontiers" directive is a political move or a legal requirement, said Christina McCown, a USTR spokeswoman. She added that Ms. Hills also wants to clarify what the impact on the U.S. TV industry will be.

In a terse counterstatement last week, Corrado Prizio-Viroli, acting head of the Washington delegation of the Commission of the European Communities, the EC's executive branch, pointed out that a "large majority" of EC nations—10 out of the 12 member countries—passed the directive.

"We regret the excessive statement by Ambassador Hills today," he said.

Other European leaders were more blunt.

Jack Lang, the French Minister of Culture and an outspoken supporter of quotas, gave his reaction to Ms. Hills' statements while touring MIPCOM on its opening day.

"Dismayed is not the word," Mr. Lang told ELECTRONIC MEDIA. "I can only assume that she has not read the exact text of the directive. Its purpose is to encourage the European arts and production. Is there anything so scandalous about that?"

Mr. Lang said that when Ms. Hills visited his office recently, they turned on the TV for a moment.

"We went through the channels and there were two different American series on—within five minutes of each other! If I came to the United States and did the same thing with European programming and found anything it would be a miracle."

Michael Jay Solomon, president of Warner Bros. International Television, responded to the controversy at a MIPCOM press conference Friday.

"I think Jack Lang is someone I have a lot of respect for," he said. "However, the problem with Jack Lang and many of the people in the

## Consortium clinches global TV programming project

(Continued from Page 3)

programming rights for a total of 106 countries.

WIN members and major territories they represent are Central Independent Television in the United Kingdom; Global Television Network in English-speaking Canada and Alliance Entertainment in French-speaking Canada; NDR/ARD in West Germany, German-speaking Switzerland, Liechtenstein and Luxembourg; RAI in Italy and all Italian-speaking territories; Rede Globo in Brazil; and SVT in Scandinavia.

Other members and their territories are Transworld Television Corp. for the Middle East, Southeast Asia and Africa, excluding South Africa; Movies TV for Dutch Bene-

lux; The Seven Network in Australia; Television New Zealand; TF1 in France; Tohokushinsha Film Co. Ltd. for Japan and Korea; and Univisa/Protele for Spanish-speaking Central and South America.

Additionally, Revcom in France is a partner in WIN, but is not a user of WIN programming.

WIN members pay a one-time fee to join the group and in return get "first look" at all WIN programs in their territory.

If they opt to air a project, they may need to provide production facilities and other support if the project is filmed in their area.

"They then participate in a percentage of WIN's profits from that project," says Mr. Gershman, chairman and chief executive officer of

WIN.

If a member passes on three consecutive projects, WIN reserves the right to sign a new member in that country, but Mr. Gershman expects the members to "take pretty much everything I give them."

"There are reasons that I'd forgive them—if there's excessive violence or sex, or if it's politically sensitive," he says of the rule on passing on projects.

Mr. Gershman, a former president of the MGM/UA Television Group, is credited with launching the first major international first-run series, "Fame."

Regarding the addition of NW Ayer to his WIN effort, he says, "This makes international co-production more financially viable for

is prohibited.

### Greece

The country has no specific quota, but the Greeks have specific requirements regarding Greek language for television shows broadcast on Cyprus.

### Ireland

Ireland has no specific quota, but the government is in the process of revising the broadcasting law.

### Italy

Local broadcasters must fill at least 10 percent of their weekly schedule with their own productions.

For national broadcasters, the figure is 20 percent.

For RAI, the national public service channel, 50 percent of the weekly programming must be produced in-house.

No show can be aired on Italian television without an Italian soundtrack.

### Luxembourg

Luxembourg has no specific quotas. What laws there are largely give support for the existence of Luxembourg television station CLT.

### Netherlands

The country has no specific arrangement for program quotas relative to broadcasting.

However, each broadcasting organization has to devote half of its programming to in-house productions or productions commissioned by the organizations from outside producers.

Cable and pay TV must contain some portion of programming of a Dutch character.

### Portugal

Portugal has no specific quota at the moment. A new Portuguese media law is ex-

pected to bring some form of quota within the next 16 months.

### Spain

The country has passed a completely new broadcast law approved by the Spanish Parliament earlier this year. It requires that Spanish TV stations produce 15 percent of their own programs; 40 percent must be from EC countries; and 55 percent must be Spanish-language originals.

Another provision of the new law is that 40 percent of commercial films shown each month must be of EC origin and half of that figure must be comprised of Spanish-language originals.

### Switzerland

Switzerland is not a member of the EC and has no specific quota requirements.

However, there is a statute covering the Swiss Broadcasting Co. which says that it must support and develop cultural values.

### United Kingdom

A voluntary quota of 14 percent for non-European material makes this country the toughest EC member regarding quotas.

Both the BBC and the Independent Broadcasting Authority, which oversees independent stations, made the rule for themselves.

However, while it doesn't apply to satellite programming such as Sky Television, the government is set to bring in laws that will allow criminal charges to be brought against those companies that air or support through advertising any pornographic or obscene programs.

### West Germany

This is perhaps the most confusing of the European countries as the 13 states (or Lander) that make up the Federal Republic each have their own broadcast laws.

There is no specific quota requirement. #

European Parliament was that they did not give themselves an opportunity to learn what the business is all about.

"There is a difference between being smart and being ignorant, and he is ignorant of many facts. The fact of the matter is that there should never have been any directive."

But Beate Schaller, a spokeswoman for West German state broadcaster ZDF, said she believes the U.S. industry is overreacting.

"We don't think there is a problem with the television directive," she said. "The Americans will still sell programs if they appeal to the European viewers. But nobody wants to be pushed around."

The White House had no comment on the issue last week, but Secretary of Commerce Robert Mosbacher Thursday called the directive "plain and simple protectionism."

"The EC called its decision a political, not a legal statement," he said.

"They're certainly right on that. It sends a clear and negative signal, and Europe's trad-

ing partners should be concerned if this is a precursor of other similar steps."

The directive also provoked a ripple of outrage on Capitol Hill.

On Oct. 3, Rep. Sam Gibbons, D-Fla., introduced a resolution "denouncing the adoption by the European Community of a restrictive broadcasting directive."

In a one-minute speech to "fire a friendly shot across the bow of the European Community," he said the EC "went too far."

Rep. Gibbons called for President Bush to either negotiate for the withdrawal of the directive or retaliate against the EC.

On Thursday, the House Ways and Means subcommittee on trade unanimously approved a non-binding resolution that declared the EC directive illegal under the terms of GATT.

Jack Valenti, president of the Motion Picture Association of America, said in a statement that the EC had "said no to competition and viewers' choice and yes to trade barriers."

He has been meeting with Ms. Hills' staff

"on an ongoing basis," said Barbara Dixon, an MPAA spokeswoman.

Spokespersons at some of the European embassies in Washington attempted to explain the directive.

"We voted for the directive partly because we had succeeded in watering it down considerably," said Francis Cornish, public affairs counsellor at the British Embassy.

"This is non-mandatory. This is a statement of intent. We genuinely do not believe the text... will produce any reduction in U.S. (programming) exports to Europe," he said. "It has no teeth in it."

He also said that the majority of British programming is already European.

Daniel Labrosse, a spokesman for the French Embassy, said that roughly 30 percent of European programming is imported from the United States. #

Sean Kelly in London contributed to this report.



LARRY GERSHMAN  
WIN's founder

# NBC enters fray for MGM/UA

(Continued from Page 1)

In an interview with ELECTRONIC MEDIA last week, Jeffrey Barbakow, chairman, president and chief executive officer of MGM/UA, said the movie and TV production company still may go to another bidder but declined to elaborate.

The one certain thing last week was NBC's interest in participating in the Qintex deal.

Though Qintex and NBC officials declined comment on the details of their verbal equity agreement, sources close to the situation said NBC would be a minority co-owner of the studio by investing at least \$200 million in exchange for a special class of stock that would have special voting rights.

Other confirmed equity partners such as Britain's Rank Organization also would be issued the special class of stock.

Sources say a majority of the \$1 billion in equity capital needed for the deal would come from Japanese sources, presumably those who regularly do business with Qintex, including Mitsui & Co. Ltd. and Nippon Shinpan Co. Ltd.

Top NBC executives also would be appointed to the new MGM/UA board so that NBC would have some control of the studio, sources said.

However, Qintex would be the majority owner and would oversee the studio's daily management,

**If NBC, led by President Robert Wright, and Qintex are successful in their bid for MGM/UA, top NBC executives would be appointed to the new MGM/UA board.**



sources said.

Because of the financial interest and syndication rules, which prohibit the broadcast networks from profiting from syndication sales of TV programs, MGM/UA's syndication operations would be spun off into a separate entity that NBC has no control over.

The system would be structured so that revenues from syndication sales could funnel back to the MGM/UA studio's original theatrical film and television production operation.

"We do have a formula. It works, and it complies with the laws re-

straining network involvement in program syndication and profit participation," said a source close to the situation.

"NBC would have substantial interest and investment in a deal. The text of a written agreement with NBC has been worked out, but it has not been signed because Qintex still is waiting for reaction from the MGM/UA board," said a Qintex executive who asked not to be identified.

Although top NBC officials declined comment on the matter, Joseph Rutledge, an NBC spokesman, said Friday, "NBC clearly is in-

terested. We've had significant discussions, but the ball is now in someone else's court. We'd like to see talks resume, but we're not aggressively pursuing anything."

Qintex began discussing NBC's possible equity participation in the MGM/UA takeover last March. But NBC required Qintex to arrange firm commitments from other equity players before it would discuss specifics, sources said.

Qintex officials last week said they had planned to detail NBC's participation in the deal, which was only recently negotiated, at an Oct. 10 MGM/UA board meeting when the studio abruptly terminated the talks.

"I think there was a lot of misunderstanding about what commitments we had that MGM still has not allowed us to clarify," said Qintex's Mr. Wallace.

A lawsuit filed by MGM/UA against Qintex in Los Angeles federal court Oct. 10 charges Qintex with breach of contract and fraud, and contends that the company failed to provide any concrete evidence of equity funding by NBC or others. The suit seeks a minimum of \$50 million in damages.

Qintex officials, still reeling from last week's sudden turn of events, threatened to file a similar suit against MGM/UA but had not done so at press time Friday.

Qintex officials insisted that an Australian bank had delayed issuing the letter of credit because of "technicalities" and not because of inadequate bank or equity commitments.

As for NBC, it's now one year into a five-year option to acquire a 15 percent interest in Qintex Australia, whose flagship station in Sidney, Australia, would become NBC's first foreign TV affiliate.

NBC President Robert Wright recently told ELECTRONIC MEDIA that NBC would "continue to forge some pretty new ground with joint ventures that will mean having different relationships with various organizations than we have had in the past."

NBC's Mr. Rutledge last week said that the Qintex deal would be structured "in a way that would not challenge" existing financial interest and syndication restrictions on the networks.

However, NBC remains dedicated to the repeal of those restrictions "which are giving foreign investors an unfair advantage on our own home turf."

Mr. Rutledge emphasized that NBC's discussions have been with Qintex and not with MGM/UA. Officials of both companies continued to meet late last week to work out a strategy "on how to proceed," sources said. #



NBC is closely watching the performance of new shows such as "Quantum Leap."

## NBC: Ratings win could end

(Continued from Page 2)

Likewise, NBC officials have adopted a wait-and-see attitude toward "Sister Kate," "The Nutt House" and "Quantum Leap."

At ABC, "Living Dolls" and "Homeroom" are struggling, and the highly-touted new "Chicken Soup" is losing almost 30 percent of its lead-in audience from "Roseanne."

However, several new series appear to be on track.

CBS's completely new Tuesday night lineup of "Rescue 911," "Wolf" and "Island Son" has shown promise.

"There's some joy in Mudville," CBS's Mr. LeMasters said, "but the ball is still in the air and I don't know if it's going to hit the wall, be caught or go out."

FBC's Mr. Chernin says the programing service is happy with the early results of FBC's expansion into Monday night with the scheduling of "21 Jump Street" and "Alien Nation."

"With the amount of promotion the other three networks have done (on Monday nights), our ability to premiere a brand-new night on this network at that

level, we feel, is a great achievement," he said.

ABC's new "Doogie Howser, M.D." has won its time slot the past two weeks on Wednesday since being switched to 9 p.m. from 9:30 p.m.

NBC is also optimistic that its new Friday night slate of "Baywatch," "Hardball" and "Mancuso FBI," which aired together for the first time Friday, will improve the network's fortunes there.

So far, NBC has maintained its strength on Thursday and Saturday nights; ABC counts Tuesday and Friday as its strongest performers and is beginning to pull away from the pack on Wednesdays; CBS controls Sunday night; and no clear winner has emerged on Monday.

As the season moves into its fifth week, industry observers note that the audience appears to be showing less program loyalty this fall, even though network cumulative shares have been higher than in recent years.

"People seem to be switching around more than they used to," said Betsy Frank, senior vice president and associate media research director at the ad agency Saatchi & Saatchi Advertising in New York. #

## Jones Intercable enlisting partner

By KATHY CLAYTON  
Staff reporter

ENGLEWOOD, COLO.—Jones Intercable is expected to announce this week that it will sign its first U.S. equity partner, which will help Jones buy some of the systems the company currently only manages.

Jones spokesman Jim Carlson said no equity partners have ever been needed for previous U.S. property buys. However, in this case the number of systems that will be available require an infusion of capital in order for Jones to acquire all of the operations it desires.

This will be Jones' first partner in a U.S. venture. The nation's 10th-largest multiple system oper-

ator joined last year with Pacific Telesis Group in San Francisco to build and maintain the cable television system in East London, England.

The as-yet-unnamed partner will only be involved with the upcoming purchase of the systems that Jones currently manages and will not be a partner in any other area of Jones' businesses, Mr. Carlson said.

"This is a significant move," he said, "because it allows the assets to stay with (Jones) Intercable rather than be liquidated."

Ken Goldman, analyst with Hanifen, Imhoff of Denver, said, "The announcement of such a partner, while possibly dilutive, could be a positive for (Jones Intercable's) stock." #

### AT PRESS TIME CONTINUED

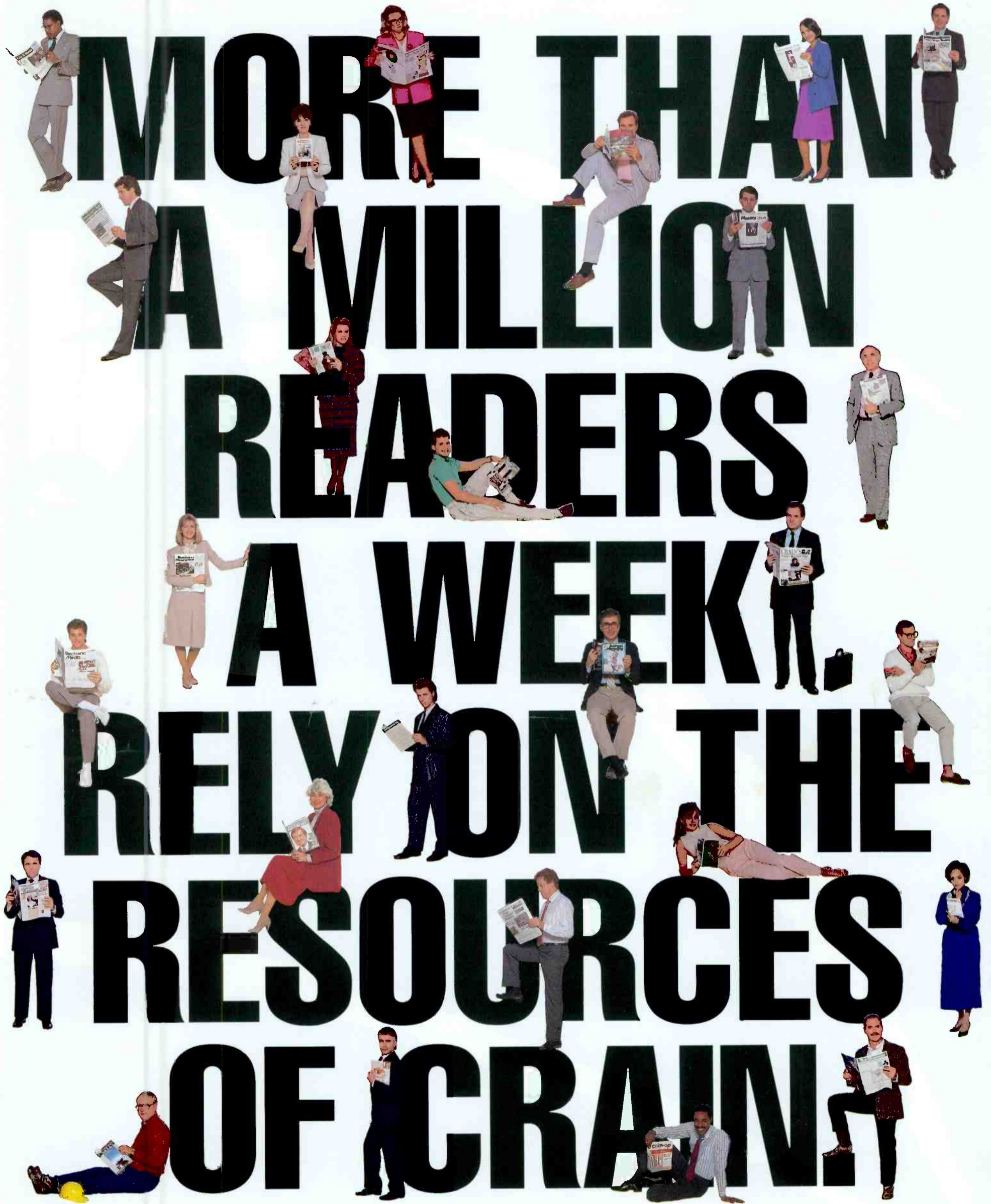
the Scandinavian pay television market. Warner Bros., a division of Time Warner, will join Svensk Filmindustri and Tidnings AB Marieberg to create SF Succé, a pay TV company to be launched Dec. 1 in Sweden. "This is Warner Bros.' first investment outside the U.S. in a broadcasting pay television service," said Michael Jay Solomon, president of Warner Bros. International Television, adding, "We will not stop in Sweden."

● NEW YORK—HBO's \$38 million image advertising campaign, said to be the biggest ever conducted by a cable TV program service, is set to launch today. The campaign will consist mainly of 30-second commercials that will be carried on basic cable services and aired on the broadcast TV networks in prime time throughout 1990, HBO said.

● WASHINGTON—NAB Friday released a report claiming that 77.9 percent of an average radio station's ad dollars in 1988 came from local sales; 20.4 percent from national and regional advertisers; and 1.7 percent from network compensation. General and administrative costs accounted for 41 percent of the average radio station's expenses. Program and production costs accounted for 21.3 percent.

● LOS ANGELES—David Kirschner, former president of David Kirschner Productions here, last week was named president and chief executive officer of Hanna-Barbera Productions. #





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*Zorro* is

just another in a long line of original hit series on our network. And we will continue to develop and produce solid family entertainment in the coming year.

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