

# Electronic Media

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SEPTEMBER 25, 1989

## INTV, NAB battle N.Y. cable station

By ADAM BUCKMAN  
Staff reporter

A controversial new cable "station" in Rochester, N.Y., launched on schedule at 5 p.m. last Thursday with an episode of "Knight Rider" while its foes were attacking the very idea of the channel on Capitol Hill.

Both the Association of Independent Television Stations and the National Association of Broadcasters last week sent strongly worded letters to legislators on Capitol Hill protesting the transformation of the Roches-

See editorial, Page 12.

ter cable channel into a virtual independent TV station.

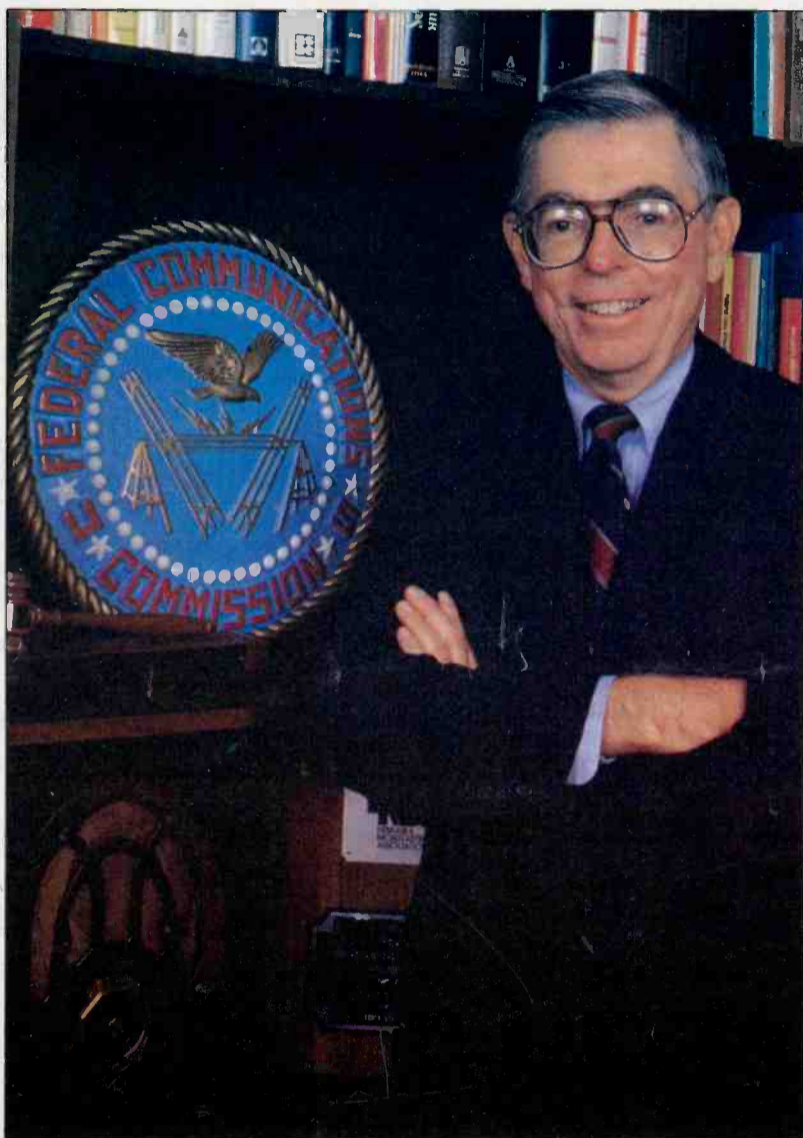
The cable station, operating under the call letters WGRC, has bought a number of evergreen and newer syndicated shows, including "ALF" and "Perfect Strangers," to fill its 6 a.m. to post midnight program schedule.

In its letter to legislators, INTV argues that the cable system, which is owned by Time Warner subsidiary American Television & Communications Corp., has positioned itself as a competitor to Rochester's broadcast stations, yet doesn't fall under the jurisdiction of Federal Communications Commission regulations.

"The Time Warner 'spin doctors' positioned their merger as America's chance to stride boldly across the world stage," says the letter from INTV President Preston Padden, which was mailed to 16 U.S. senators and 25 U.S. representatives.

"Instead, this vertically integrated programing and cable giant seems to have set its sights on conquering a target closer to home—namely, Rochester, N.Y."

The letter warns that cable systems that operate their own stations would move broadcasters to unfavorable channel positions, and that cable's  
(Continued on Page 39)



Former FCC chief Dick Wiley is expanding his influence in Washington.

## Wiley still mighty after all these years

By DOUG HALONEN  
Washington bureau chief

WASHINGTON—During July's Sovran Bank Tennis Classic at the Washington Tennis Center's posh new stadium here, the action of most interest to broadcasting and cable industry insiders was taking place off the court.

Watching the match from a private box was Al Sikes, who would soon be sworn in as chairman of the Federal Communications Commission, and Sherrie Marshall, nominee for an FCC seat.

From time to time, luminaries from in and around the  
(Continued on Page 37)

### AT PRESS TIME

#### Big 3, studios talk

LOS ANGELES—Representatives of the Hollywood production community and the major TV networks met here Sept. 20 to discuss efforts to relax financial interest and syndication rules, agreeing to meet again next month. Sources on Thursday said the studios pressed to have INTV President Preston Padden included in the talks, but they are said to have backed down because they feared the networks would break off talks if they kept pushing for Mr. Padden's inclusion. Nonetheless, MPAA President Jack Valenti said he believed the meeting had "progressed usefully."

#### Composer buys TV outlet

NEW ORLEANS—Composer and record producer Quincy Jones purchased WNOL-TV, the TVX Broadcasting Group-owned independent here, for an undisclosed sum last week. TVX purchased the station in April 1986 for \$13 million. The station  
(Continued on Page 39)

## Networks get strong fall start

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—The fall season started strong for ABC, CBS and NBC last week, despite new competition on Monday night from the Fox Broadcasting Co. lineup.

The debut of new series last week drew strong viewer sampling for the networks, particularly on Tuesday, Wednesday and Thursday, but earned only modest gains against Fox on Monday.

Here's a breakdown of how 15 new series fared last week:

- Seven new programs won their time periods last week: NBC's "The Nutt House," "Sister Kate" and "Hardball"; CBS's "Major Dad," "The People Next Door" and "Island Son"; and ABC's "Doogie Howser, M.D."

- Two new series placed second in their time periods: ABC's "Chicken Soup" and "The Young Riders."

- Six new programs placed third: the CBS series "A Peaceable Kingdom," "Wolf," "Rescue 911," "Top of the Hill" and "The Famous Teddy Z"; and FBC's "Alien Nation."

In individual night results from last week, CBS won Monday with its slate of six comedies, including three new programs.

(Continued on Page 39)

### INSIDE:

**2 U.K. firm faces MTM losses**  
TVS Entertainment's James Gatward says MTM is headed for cutbacks.

**8 TCI improving people skills**  
Tele-Communications Inc.'s new strategy targets customer service.

**16 Working on common goals**  
Broadcasters and cable operators discuss their mutual problems.

## NEWS SUMMARY

A controversial new cable "station" launched on schedule Sept. 21 in Rochester, N.Y., while INTV and NAB were vigorously attacking the idea on Capitol Hill, warning that broadcast stations would suffer through channel placement. (Page 1)

The fall season started strong for ABC, CBS and NBC last week, despite tough new competition on Monday night from the Fox Broadcasting Co. lineup. New series debuts saw strong sampling, particularly on Tuesday, Wednesday and Thursday nights. (Page 1)

Dick Wiley, a former Federal Communications Commission chairman and a key player in Washington's communications arena, is expanding his influence. (Page 1)

Fox Television Stations has agreed to sell its owned-and-operated WFXT-TV in Boston to the Boston Celtics, a move that solved a cross-ownership conflict for Fox and triggered personnel changes in the Boston market. (Page 3)

Paramount Domestic Television and MCA TV last week came together to form a new barter alliance, Premier Advertiser Sales, which sources say will be the fifth-largest national TV advertising source in the nation. (Page 3)

Syndicators are boosting their efforts to help local broadcasters promote off-network comedies in order to increase national ratings and encourage stations to do business with them. (Page 3)

The National Cable Television Association has produced a TV spot that cable operators can use to explain syndicated exclusivity to viewers in an effort to dampen any consumer backlash from program blackouts. (Page 3)

CBS confirmed last week that it is breaking away from the traditional network program development schedule of December through March and designing a year-round system to create new shows. (Page 4)

WKCH-TV, a Knoxville, Tenn., Media Central station involved in bankruptcy proceedings, was left with its fate up in the air when its would-be owner was arrested last week on charges of laundering money gained from illegal activities. (Page 4)

Donald Wear, who has headed CBS Broadcast International here for the past three years, is leaving the network at the end of the year to join the Washington communications law firm of Wiley, Rein & Fielding. (Page 4)

The Television Bureau of Advertising lost a president and WNBC-TV in New York gained a new general manager as Bill Moll announced that he was switching jobs last week. (Page 4)

Warner Cable and WLWT-TV in Cincinnati are teaming up to provide local high schools with a five-minute daily news capsule, the first cooperative effort of its kind between a cable operator and a local station. (Page 8)

As Hurricane Hugo swept across the Caribbean last week, it damaged cable systems and knocked out broadcast stations. TCI East lost two dishes and as many as 200 miles of aerial cable plant. (Page 8)

Tele-Communications Inc. last week announced a new campaign aimed at improving its relationship with its customers in an effort to boost subscriber levels. (Page 8)

The Library of Congress last week issued a list of 25 classic movies that the federal government intends to protect as "national treasures," a move intended largely to discourage colorization. (Page 16)

Billionaire Donald Trump and Time Warner finally announced their partnership in the first-run game show "Trump Card," after Mr. Trump gained approval from the New Jersey Gaming Commission to telecast the show from Trump's Castle Hotel. (Page 16)

A NATPE seminar in San Francisco brought a group of station managers and cable operators together to discuss common problems related to the reimposition of the syndicated exclusivity rules. (Page 16)

Fox Broadcasting Co. continued to build its ratings for the Emmy Awards telecast. This year's program showed a 10 percent improvement in ratings over last year's, with an 11.4/19. (Page 16)

## CONTENTS

Briefly Noted .....	37	Letters to the Editor .....	12
Business Beat .....	18	News of Record .....	31
Calendar .....	30	Quick Takes .....	12
Classified Advertising .....	34	Off-Season Ratings .....	36
Finance .....	18	Technology .....	70
The Insider .....	8	Viewpoint .....	12
Jobs .....	32	Who's News .....	26

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# Britain's TVS moves to stop MTM losses

By SEAN KELLY  
Contributing editor

LONDON—TVS Entertainment has admitted its MTM Entertainment has suffered losses in the area of \$45 million and that belt-tightening must follow.

However, TVS, one of Britain's largest independent broadcast companies, insists there will be no "for sale" sign on the American programming subsidiary.

TVS purchased MTM for \$320 million last year in what was the largest U.S. TV acquisition ever made by a British TV company.

After last week's word of the losses, which were blamed on poor TV show sales, TVS shares fell 26 percent on the London stock market.

British analysts believe the news could cause company profits to drop from \$41 million to an estimated \$17.2 million.

"The position at MTM is serious but not terminal by any means," James Gatward, founder and chief executive officer of TVS Entertainment, told ELECTRONIC MEDIA.

"We have suffered there along with all other companies prominent in the secondary syndication market. However, the assets will remain intact—there is no for-sale sign up around MTM," he said.

But Mr. Gatward confirmed that cutbacks will be made.

"As far as MTM is concerned, we're taking some economy measures," he said. "We're reducing our commitments to development for the coming year until we mea-

sure how much the turnaround is. We've taken steps to make sure deficits don't get out of hand."

Mr. Gatward also confirmed that there would be layoffs, but he declined to give numbers.

"I'm afraid it does (mean layoffs)," he said. "That is being dealt with at the moment, but I'm not going to say anything more. As you are aware, a lot of sensitivities are involved."



JAMES GATWARD  
TVS chief predicts layoffs

Sources indicated that a full decision will be made on the matter within the next 10 days.

Mr. Gatward said he was confident about the future of MTM and in MTM shows such as "FM" and "Capital News," both of which are likely to air as mid-season replacements on the major U.S. networks.

MTM, named after co-founder Mary Tyler Moore, also distributes such shows as "The Mary Tyler Moore Show," "Hill Street Blues" and "St. Elsewhere."

"It's a helluva turnaround—I won't hide that for a moment," he said of the losses. "But I am convinced the strategy is as right today as it was a year ago."

(Continued on Page 39)

## 'Hard Copy' leads new fare

By GARY ALAN ROSEN  
Staff reporter

NEW YORK—"Hard Copy" from Paramount Domestic Television and "Chip 'N' Dale's Rescue Rangers" from Buena Vista Television showed good early ratings as they premiered in syndication last week.

But the new game show block premiering on the Fox Television Stations had a rocky start.

Syndicators and program directors were quick to point out that it was still too early to make long-term projections for the shows.

Still, Mitchell Praver, vice president and director of programing at Katz Continental Television, said that "Hard Copy's" early numbers were encouraging.

ident and director of programing at Katz Continental Television, said that "Hard Copy's" early numbers were encouraging.

In Los Angeles, "Hard Copy," on KNBC-TV at 7:30 p.m., averaged a 10.3 rating (percentage of TV households) and a 16 share (percentage of sets in use) for its first airings Sept. 18 to 20, according to Nielsen Media Research.

"Hard Copy" also did well on NBC affiliate WMAQ-TV in Chicago, where it averaged a 6.7/12 for the three-day period.

Dick Kurlander, vice president and director of programing at Petry

Television, said "Hard Copy" got off to a "pretty decent start."

Meanwhile, newcomers "Chip 'N' Dale," "Jim Henson's Muppet Babies" and "Maxie's World" premiered to some good numbers, following a strong start a week earlier for Viacom Enterprises' "Super Mario Bros. Super Show."

In Minneapolis, "Chip 'N' Dale" aired on independent KMSP-TV at 4 p.m. and averaged a 7.8/24 for the three-day period.

"Maxie's World," distributed by Claster Television, aired on independent WPHL-TV in Philadelphia at 3 p.m. and averaged a 2.1/6, competing against "Woody Woodpecker & Friends" and "Denver, the Last Dinosaur."

Claster Television's "Jim Henson's Muppet Babies" averaged a 5.6/16 in its first three days on New York independent WNYW-TV.

Fox's new game show block—consisting of "Jackpot," "Talkabout" and "The Last Word"—didn't post better than 2 ratings points in most markets. It airs in the afternoons on the Fox-owned stations.

The new late-night strip "After Hours," distributed by Worldvision Enterprises, premiered with mixed results, but some markets, including Atlanta and Los Angeles, maintained their lead-in share.

In New York, "After Hours" aired on WNYW-TV at 11:30 p.m. and averaged a 4.0/8.

On the talk show front, "Everyday With Joan Lunden" from Michael Krauss Syndication premiered on ABC affiliate KTVI-TV in St. Louis, where it averaged a 3.7/16, up from its lead-in. On Denver ABC affiliate KUSA-TV, it averaged a 4.5/20, second in its time period. #

## N.Y. weathercaster gets live taste of Hugo

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—Weekend weathercaster John Bolaris of WCBS-TV here had a rare opportunity to cover Hurricane Hugo last week by literally riding through the eye of the storm.

Mr. Bolaris and a cameraman from WCBS were among the few TV crews allowed aboard the "Hurricane Hunters" aircraft, manned by the scientists who track the course of the storm by flying through it.

The Hurricane Hunters operate under the auspices of the National Oceanic and Atmospheric Administration.

They supply data to the National Weather Service and the National Hurricane Center.

A limited number of journalists are allowed on board these missions and few know of the opportunity, said Mr. Bolaris, who spoke with ELEC-

TRONIC MEDIA after the seven-hour plane ride Thursday night.

Cameramen from WSVN-TV and WTVJ-TV, both in Miami, were also on board, he said.

Mr. Bolaris had been in the plane for nearly six hours when the eye of the hurricane approached landfall late Thursday evening off the coast of Charleston, S.C., after its sweep through the Caribbean (see related story, Page 8).

WCBS-TV, in its late evening newscast, provided dramatic live audio from Mr. Bolaris, who was bouncing around in the converted cargo plane as it battered its way through the storm.

By that time, the plane had penetrated the eye of the hurricane five times, and many of the crew members had experienced bouts of nausea, he said.

Mr. Bolaris described his plane ride as "the career thrill" of his life, second only to getting his job at WCBS two years ago. #

## CORRECTION

In the Sept. 18 issue, a Page 3 story listing ratings for new syndicated shows incorrectly identified Dick Kurlander. He is vice president and director of programing at Petry Television. #

# NCTA to warn viewers of blackouts

By DOUG HALONEN  
Washington bureau chief

WASHINGTON—Hoping to dampen any consumer backlash from program blackouts, the National Cable Television Association has produced a TV spot that cable operators can use to explain syndicated exclusivity rules to viewers.

In the 60-second message, an actor explains that beginning Jan. 1, the Federal Communications Commission's new syndicated exclusivity regulations "may force your local cable

company to black out some of your favorite TV programs on regional or other out-of-town stations if a local broadcast station has requested exclusive program rights."

"We don't like the thought of any programming blackouts," the message continues. "But we must, by law, comply with these rules."

NCTA spokeswoman Lynn McReynolds said the association expected "a lot of consumer confusion" once the regulations go into effect, "and we want to explain it as best we can."

She said NCTA is not trying to whip up consumer opposition to the regulations.

Steve Effros, president of the cable industry's Community Antenna Television Association, said cable operators want their customers to understand that the cable industry is not to blame for the regulatory changes.

"It's the broadcasters that did it; it's the federal government that did it," Mr. Effros said. "We don't want it to come as a shock."

Meanwhile, Walt Wurfel, senior vice president of public affairs for the National Association of Broadcasters, said NAB is preparing informational packages for use by TV stations.

"We have the same goal as the cable companies of educating Americans as to what is happening and why," Mr. Wurfel said.

The cable TV spot will be relayed to cable systems over satellites as early as today.

Tapes are also supposed to be available in late October from state cable TV associations, according to NCTA.

In addition, NCTA said it has developed "comprehensive information kits, which include materials to help local cable systems communicate syndex to consumers, local elected officials and the media."#

## Syndicators boost local promotions

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—With stations ponying up millions of dollars for off-network comedies, syndicators are boosting their efforts to help local broadcasters promote the shows.

The distributors realize that the effort can not only pay off by increasing national ratings, it may also encourage a station to do business with the company when its next series comes on the block.

Among the new efforts are campaigns for three major off-network comedies premiering in syndication this month: "Who's the Boss?" from Columbia Pictures Television; "Growing Pains" from Warner Bros. Domestic Television Distribution; and "Mr. Belvedere" from Twentieth Century Fox Television.

Each campaign has elements that are indicative of the growing sophistication of off-network promotion.

"The stations and the syndicators are both much more sophisticated about promotion," says Fred Bierman, senior vice president of marketing for Fox, "and that's a real good thing because it means that less money is wasted and more resources are targeted at strategies that work."

"The price of playing ball has gone up," says Michael Zucker, CPT's senior vice president of marketing.

CPT's campaign for "Who's the Boss?" includes a co-op marketing plan that's offered to every station that signed up for the show—an unusual element for an all-cash show, since normally only stations in the overnight markets are offered co-op support.

Under the plan, all stations signed up for "Boss" receive \$1 from CPT for every \$3 they spend on outside media up to an allotted maximum, which greatly increases CPT's promotional investment for the show.

"There's no comparison to the cost of this," Barry Thurston, president of syndication for CPT, says when asked how the effort stacks up against the campaigns of the many other CPT off-network sitcoms.

Of the campaign in general he says, "We spent millions of dollars on the execution of it and the production and the creative aspects, and we spent millions of dollars on the co-op."

In return, the stations are giving "Boss" more exposure since there is more encouragement to buy radio time, billboards and bus and subway advertising.



"Who's the Boss?" is backed by "millions" in co-op dollars, says Columbia Pictures Television's Barry Thurston.

"To the best of my knowledge, no one has ever put together a co-op campaign that every station on the lineup can participate in," Mr. Thurston says.

Fox is also pushing a co-op element of its campaign for "Mr. Belvedere," one that's tailored to the younger audience that stations are targeting with their early fringe airings of the series.

The syndicator is urging stations to participate in the "Mr. Belvedere Fan Club" by agreeing to provide, for the first two months, a 30-second spot in the lead-in of the sitcom and another one during the program to encourage viewers to join the club.

Fox organizes and funds the club, which sends members  
(Continued on Page 38)

## Paramount joins MCA for barter

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—Paramount Domestic Television and MCA TV last week came together to form a new barter alliance called Premier Advertiser Sales.

Company officials say the entity will be the fifth-largest national TV advertising source in the nation, behind the three broadcast networks and Fox Broadcasting Co.

Of the \$1 billion in annual barter sales for syndicated fare, Premier is expected to account for 25 percent of that, or \$250 million a year, Paramount and MCA TV officials said.

For Paramount, the entity will take the place of International Advertiser Sales, which teamed the distributor with Orbis Communications. Originally, Columbia Pictures Television had been the third partner in IAS, which is now defunct.

Orbis will not act as a partner in Premier Advertiser Sales, but Premier will sell time in Orbis product "for the immediate future," says Shelly Schwab, president of MCA TV.

Lucie Salhany, president of Paramount Domestic Television, insists that Paramount is still on good terms with Orbis, but she noted that Orbis doesn't currently have enough product to warrant its being a partner.

Orbis' main products are the just-launched weekly first-run series "Smash Hits," its movie packages and the special "Raising Good Kids in Bad Times."

In the new barter alliance, Marc Hirsch, former executive vice president of IAS, will act as president, and David Brenner, senior vice president of MCA TV, will act as executive vice president.

MCA TV and Paramount Pictures, which will each get three of the six seats on Premier's board, have previously teamed up on two other major joint ventures.

The two companies are 50-50 owners of cable's USA Network, and they co-own a chain of theaters called CIC.

In the barter alliance partnership, Paramount and MCA TV will combine a wealth of complementary product.

"We are the leaders for sitcoms and family programming" in first-run syndication, MCA TV's Mr. Schwab said, "and they (Paramount) are the leaders in action-adventure hours."

"We have been talking to them for a couple of years," Paramount's Ms. Salhany said. "They really balance us out."

Paramount will contribute its new first-run strip "Hard Copy" and the six-day-a-week "The Arsenio Hall Show," in  
(Continued on Page 38)

## Fox sells Boston station to Celtics

By GARY ALAN ROSEN  
Staff reporter

Fox Television Stations has agreed to sell its owned-and-operated WFXT-TV in Boston to the Boston Celtics Limited Partnership.

The announcement was made by Bob Kreek, president of Fox Television Stations, and Don Gaston, chairman of the Celtics, Boston's professional basketball team.

Neither party would comment on financial terms of the deal, but sources in the Boston market estimated the price to be between \$30 million and \$50 million.

Fox owner Rupert Murdoch bought the station from the Christian Broadcasting Network in 1986 for \$28 million.

The sale of WFXT resolves a longstanding Federal Communications Commission cross-ownership conflict regarding Mr. Murdoch's ownership of the station and The Boston Herald newspaper.

Under FCC rules, a single owner can't hold a newspaper and a television station in the same market.

Jan Voltz, executive vice president and general manager of the Celtics, said WFXT will remain a Fox affiliate as part of the deal.

Last week's announcement triggered some personnel shifts in the Boston market.

One was the abrupt resignation of WLVI-TV Vice President and General Manager Gerald Walsh on the day of the WFXT announcement.

Mr. Walsh, who was with WLVI in Boston for 20 years, confirmed that he had resigned and

would most likely announce his plans this week.

It has been speculated that Mr. Walsh would end up at WFXT, but he refused to comment.

WFXT's current general manager, Joe Robinowitz, said he will step down from his post when the sale is consummated.

Mr. Robinowitz said he will remain with Mr. Murdoch's organization, though he didn't know in what area or capacity.

Mr. Robinowitz would not confirm or deny that Mr. Walsh would take his place at WFXT.

WLVI has aired Celtics games for several years and has a prior relationship with Mr. Walsh.

WLVI's contract with the Celtics runs out at the end of the 1989-90 season.

At that time, it is expected that Celtics games will switch to WFXT.#



RUPERT MURDOCH

Sale solves cross-ownership issue

# CBS sets year-round production schedule

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—CBS confirmed last week that it is breaking away from the traditional program development schedule and designing a year-round system to create new shows.

Until now, all three networks have traditionally developed their new shows during the same period, which runs roughly from December through March.

The networks buy scripts from June until December, then order pilots from the best scripts in December and January. The shows are produced through April and then narrowed down for selection for a spot on the fall schedule that's announced in mid-May.

The crunch of producing nearly 100 pilots for the networks at one time causes a logjam of production in Hollywood from January through March. A scramble ensues for writing, acting and production talent, as well as production and post-production facilities.

Under the CBS plan, the development season will be split into three trimesters, with the sessions lasting from September to December, January to April and May to August.

In each trimester, CBS intends to commission a minimum of 15 comedy and 15 drama scripts, with plans to produce five comedy pilots and four drama pilots from the best scripts.

At the end of the cycle, CBS will choose projects from the nine pilots to commit to series orders.

"What this is going to do is give, for the first time, Hollywood a chance at 52-week production, something that really hasn't been occurring before," said Kim LeMasters, president of CBS Entertainment.

Producers last week welcomed the move, saying an overhaul in the development process was long

'What this is going to do is give, for the first time, Hollywood a chance at 52-week production.'

—Kim LeMasters  
president, CBS Entertainment



overdue.

"I think, in general, it is a very good idea," said Scott Siegler, president of network production for Columbia Pictures Television. "The instincts are right and the time is right."

"My initial reaction is that I think it makes a lot of sense," added Leslie Moonves, executive vice president of creative affairs at Lorimar Television.

Programers at ABC and NBC have indicated that they intend to continue to spread the development process over the year, but they have not announced any wholesale changes. Last week they declined comment on CBS's announcement.

"My guess is that it's going to put a lot of pressure on ABC and NBC to come around to the new system," CPT's Mr. Siegler said.

But Lorimar's Mr. Moonves disagreed. "I don't think so," he said. "It's coming out of a network that has a lot more needs than the other two networks."

CBS hopes the year-round, open-door policy will give them an advantage by encouraging some producers to work with their network while development is shut down at NBC and ABC.

One thing that's certain is that the change will affect when and how a lot of money is spent on production.

Mr. LeMasters estimated that in the traditional spring pilot derby, the networks spend more than \$200 million on pilots.

Pilots are nearly twice as expensive to produce as the average episode of a series. A half-hour pilot can cost as much as \$1 million and an hour-long pilot can cost up to \$2 million.

CBS may be able to cut down on the cost of producing pilots by gearing them up during the late spring and early summer, when most TV production is shut down.

Barbara Corday, executive vice president of prime time for CBS Entertainment and a former producer, noted that the network may realize some efficiencies from using production and post-production facilities at a time when there is usually very little work for those companies.

The need to change the development process was discussed at the summer press tour by CBS Broadcast Group President Howard Stringer, and talks within the network led to creation of the trimesters.

(Continued on Page 38)

# TvB's Moll makes switch to WNBC-TV

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—The Television Bureau of Advertising lost a president and WNBC-TV here gained a new general manager as Bill Moll announced that he was switching jobs last week.

WNBC-TV, the flagship of the NBC Television Stations, had been looking for a general manager since June, when Bud Carey resigned to become president of Times Mirror Broadcasting.

Al Jerome, president of the NBC Television Stations, said that Mr. Moll was the best candidate for the job.

"He is competitive, but demonstrates grace under pressure. He handles people well," said Mr. Jerome.

Mr. Moll, whose two-year contract with TvB expires at the end of October, said he was "ambivalent" about leaving the organization, but the opportunity at WNBC was too good to pass up.

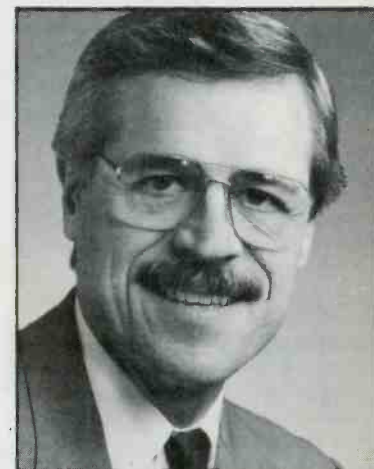
Mr. Moll said hard times at TvB were not a factor in his decision to change jobs.

Reflective of the tight TV ad sales marketplace, TvB has seen its membership decrease by 50 as stations dropped out to save money.

Meanwhile, the TvB board convened last week to form a search committee for a new president.

Paul Hughes, president of King World Broadcasting, a division of King World Productions, is chairing the search committee, which expects to name a new president by Oct. 20.

Sources say that Jim Joyella, TvB's senior vice president of national sales, has the inside track for Mr. Moll's job.



BILL MOLL

TvB's troubles didn't spur move

Mr. Moll brought Mr. Joyella on board 1½ years ago from CBS, where he had served in many positions, most recently in new business and market development.

Mr. Moll, who starts at WNBC Oct. 30, said it was important that the executive search not take too long.

"We have at least one experienced candidate on hand, but we want to invite other candidates to step forward," he said.

With his latest job change, Mr. Moll returns to his roots as a broadcaster.

Prior to joining TvB two years ago, he had been president of Harte-Hanks Television from 1979 through 1987.

Previously, Mr. Moll had been president and general manager of KENS-TV, San Antonio, Texas, and before that, vice president and general manager of WSMW-TV, Worcester, Mass. #

# TV broadcaster charged with money laundering

By DIANE MERMIGAS  
Senior reporter

The would-be owner of WKCH-TV, a Knoxville, Tenn., Media Central station involved in bankruptcy proceedings, was arrested last week on charges of laundering money gained from illegal activities.

The charges against Timothy Brumlik, an Orlando, Fla., businessman, have left the fate of the station, a Fox Broadcasting Co. affiliate, up in the air.

Mr. Brumlik had been awarded ownership of WKCH by a bankruptcy court of Chattanooga, Tenn., as a result of proceedings involving Media Central.

Last week, a committee of Media Central creditors asked the court in Chattanooga, where Media Central is based, to consider reassigning WKCH's operating license to another party.

Morton Kent, Media Central chairman, also filed a similar request with the court.

Sources close to the situation said Chase Broadcasting, Clear Channel Communications and broadcaster Milt Grant, who is himself a Chapter 11 survivor, are among the group owners interested in acquiring WKCH.

The Federal Communications Commission has not yet approved the transfer of WKCH's operating license to Mr. Brumlik.

Sources close to the situation said Mr. Brumlik's legal

circumstances could jeopardize regulatory approval of his application to own and operate WKCH.

Those sources said Mr. Brumlik had agreed to pay \$7.7 million for WKCH, and that the station might sell for more than \$8 million in another round of bidding.

WKCH, the only independent in Knoxville, claims about 10 percent of the market's total television revenues.

It could take at least three months for the court to award the license to a new owner and another nine months before regulatory and other clearances can be obtained, sources said.

"The station was never more healthy—in ratings or revenues—as it has been under the court's trusteeship since being taken from Media Central in May," said Jason Elkin, WKCH general manager.

Florida law enforcement officials said Mr. Brumlik, 43, a millionaire with ties to several industries, was being held without bail pending a hearing and the filing of additional charges regarding the importation of narcotics and money laundering.

Mr. Brumlik operates or has been granted licenses to operate television stations in the United States and Puerto Rico.

However, Florida law enforcement authorities said they still are investigating whether any of his broadcast

(Continued on Page 38)

# CBS international chief resigning

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—Donald Wear, who has headed CBS Broadcast International here for the past three years, is leaving the network at the end of the year.

Mr. Wear, senior vice president and general manager of CBI, will join the Washington-based law firm of Wiley, Rein & Fielding, headed by former FCC Chairman Dick Wiley.

Mr. Wear said he will help the law firm establish an international communications arm to provide legal advice on international deals.

News of Mr. Wear's resignation triggered questions over the status of CBI, which recently lost two other key executives.

Weeks earlier, Greg Phillips, CBI's managing director in Eu-



DONALD WEAR

Joining Washington law firm

rope, left to join MTM International in London.

(Continued on Page 38)

**SUCCESS IS AS EASY  
AS CHILD'S PLAY.**

**COMING FALL OF 1990.**

 **ITC**  
Domestic Television

Jim Henson's  
**MUPPET**

# Making your ratings

#1  
N.Y. - WNYW 3:30 pm  
5r 13sh

#1  
Chicago - WFLD 3:30 pm  
5r 13sh

#1  
Milw. - WCGV 3:30 pm  
4r 12sh



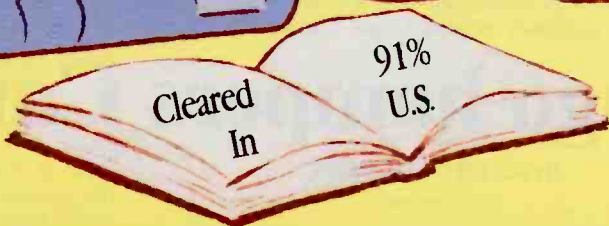
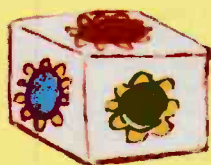
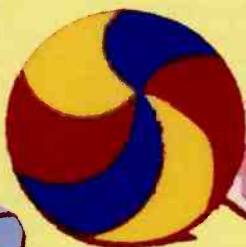
# BABIES™

dreams come true.

#1  
LA. - KTTV 3:00 pm  
4r 12sh

#1  
Boston - WSBK 3:30 pm  
4r 11sh

#1  
Wash. - WTTG 3:30 pm  
6r 18sh



# Cable rep firm to sign major deal

Look for Boston-based **National Cable Advertising**, one of the nation's leading cable rep firms, to announce this week that it has reached national representation agreements with cable TV systems in about 10 markets in western New York State. That will enable the rep firm to offer national advertisers access to nearly 1 million cable TV households in the region. The markets include Albany, Buffalo, Rochester, Syracuse, Corning, Plattsburg, Jamestown and others, says NCA's Bob Warner.

New York City's Traffic Violations Bureau workers are notoriously tough, but **Joan Rivers** is apparently tougher. Ms. Rivers recently came across psychologist Judy Kuriansky, who hosts shows on CNBC and ABC Radio, pleading in vain for her rental car to be released by a Traffic Violations Bureau tow truck in Manhattan. Ms. Kuriansky told *The Insider* she was getting nowhere with the tow truck's driver when suddenly Ms. Rivers ran up to the truck and screamed, "Give the lady her car back!" Recognizing the comedian, the driver did something unheard of in New York: He unhooked Dr. Kuriansky's car and returned it to her.

**RJR Nabisco** has so far found no takers interested in purchasing the company's 20 percent stake in ESPN, RJR spokesman Dave Kalis said last week. "If you've been reading the business pages, you'll see we're busy with other things," said Mr. Kalis, referring to RJR's efforts to sell off its Del Monte canned foods subsidiary—an effort that was getting revamped last week. RJR would like to sell its ESPN stake for about \$300 million.

The executive search firm of **Korn/Ferry International**

## THE INSIDER



In an effort to create added sensation, "RollerGames" used real alligators in its premiere last week.

has been asked to find executives to manage a new cable TV system being built in Hong Kong that is expected to be the world's largest with a potential 1 million subscribers, says Steve Unger, a managing director of Korn/Ferry's Worldwide Entertainment Division. The cable system is being developed by a consortium of investors that includes US West, one of the largest Bell telephone operating companies. Currently,

the world's largest single cable system is the one in Long Island, N.Y., owned by Cablevision Systems Corp., which boasts 472,000 subscribers, according to the National Cable Television Association.

Are there really alligators in the alligator pit? There were in the two-hour premiere of Qintex Entertainment's "RollerGames," according to Qintex Senior Vice President Rob Word. He reports that, yes, one contestant was pushed into the alligator pit and barely escaped injury as an alligator bit off his rollerskate. Mr. Word also assured *The Insider* that Qintex is insured for that sort of thing.

Is a mass attack of **turtlemania** about to break out? Not only is Group W Productions' "Teenage Mutant Ninja Turtles" syndicated cartoon show becoming a strip this week, production of a \$12 million "Ninja Turtle" theatrical film is currently under way. The movie is set to be released March 30 and, if it's successful, a sequel will likely follow, sources say. As if the turtles' film and video exploits aren't enough, next month's *Life* magazine will proclaim "Ninja Turtle" toys as the hottest toys of 1989.

Reporters and industry members in New York will get a chance to meet FCC Chairman Al Sikes this week when he visits the Big Apple to address an **International Radio and Television Society** luncheon on Wednesday. In addition to conducting a news conference before the luncheon, the newly anointed FCC boss is scheduled to be interviewed Tuesday morning by Kathleen Sullivan on "CBS This Morning."

—Written by Adam Buckman from bureau reports

## Local TV, cable offer schools news

By **KATHY CLAYTON**  
Staff reporter

The local cable operator and the NBC affiliate in the Cincinnati market are teaming up to provide local high schools with a five-minute daily news capsule.

Although several cable programming services are working with cable operators to provide schools with educational fare in the classroom, this is the first cooperative effort between a cable operator and a local station, officials said.

WLWT-TV and Warner Cable in Cincinnati will initially provide "Take Five for News," a five-minute, commercial-free daily program, to about 12 high schools beginning Oct. 2.

The remaining 47 high schools in Warner's service area should be able to receive the program by the end of the school year, according to Jennifer McDonald, Warner Cable's director of community affairs.

The program is being produced by WLWT, and station anchorman Jerry Springer—a former Cincinnati mayor and Ohio gubernatorial candidate—will host the program, which will be shot nightly after WLWT's 11 p.m. newscast.

The program will present social studies classes with five minutes of local news followed by questions to spur critical thinking.

The program will be microwaved to Warner's headend and transmitted to participating schools. It will then be taped on

videocassette recorders at the schools and ready for use when school starts the next day, Ms. McDonald said.

Students will participate in the editing, production and news-gathering functions of the five-minute program.

The program is part of Warner's Cable in the Classroom project involving several cable services, including C-SPAN, CNN, The Discovery Channel and others.

Guides will be provided to teachers for the various programs, including "Take Five for News," Ms. McDonald said.

According to WLWT Station Manager Cliff Abromats, the station's involvement in the program is an extension of "The More You Know," a program designed by NBC to promote education, drug awareness and other socially relevant issues.

"After meeting with representatives of some school districts in our service areas, we found that there is significant interest in this project," said Warner Cable President and General Manager Virgil Reed. "Five minutes of daily news, without commercials, can be another useful tool to educate students. We are glad to join Channel 5 in this joint venture."

Ms. McDonald said while the program is currently designed for high school students, some junior high schools are interested in the program.

She also did not rule out an elementary school version in the future. #

## TCI launches campaign to aid customer relations

By **DOUG HALONEN**  
Washington bureau chief

WASHINGTON—In an effort to boost its subscriber levels and counter cable TV industry critics, Tele-Communications Inc. last week announced a new campaign aimed at improving its relationship with its customers.

At a press conference, the nation's largest cable multiple system operator also announced that it is planning to start bringing its regional and state executives here regularly to lobby lawmakers on industry issues.

"I'm getting sick and tired of the goddamn cable bashing going on in Washington," J.C. Sparkman, TCI executive vice president and chief operating officer, told reporters.

The cable television industry has come under fire on Capitol Hill recently because some voters have been complaining about poor cable service and rising rates for subscription.

Yet under its new campaign, TCI officials said they're committed to a number of customer relations im-

**'I'm getting sick and tired of the goddamn cable bashing going on in Washington.'**

J.C. Sparkman  
executive vice president and  
chief operating officer, TCI

provements.

Those improvements include an upgrade in the training of TCI's customer service representatives—the employees in the trenches who actually field telephone calls from sometimes-irate subscribers.

"We are going to train our people and then give them the authority to do their job," Mr. Sparkman said.

Among other things, TCI officials said all of the company's systems would, by the end of this year, respond to service outages within 24 hours.

The company, according to TCI officials, plans to give new customers a 30-day, money-back service guarantee. It will also expand office

and service hours.

In addition, TCI systems are supposed to call customers after service and installation visits to make sure they were satisfactory.

"It's not a PR campaign; it's not something we're taking lightly," Mr. Sparkman said.

He said the new effort, in large part, is aimed at increasing the company's subscriber penetration.

"With happier customers, we'll add more subscribers," he said.

Yet he also says the program is intended to counter some of the negative publicity the industry has been getting over service.

TCI's press conference on Sept. 19 was attended by some 50 TCI executives who planned to also visit their congressmen while they were here.

"We decided to tell everybody what we're doing," Mr. Sparkman said.

He also said the company plans to turn such visits into a regular part of TCI's program.

"As you're aware, the senators and congressmen would rather see someone from their home states," Mr. Sparkman said. #

## Hugo hampers Caribbean TV

By **KATHY CLAYTON**  
Staff reporter

As Hurricane Hugo swept across the Caribbean last week, it damaged cable systems and knocked out broadcast stations.

Al Giannotti, vice president, TCI East, said the Tele-Communications Inc. systems on San Juan Island, serving about 42,000 subscribers, sustained extensive damage, losing two 7-meter dishes and perhaps as many as 200 miles of aerial cable plant.

In some of TCI's damaged service area, Mr. Giannotti

said, as many as 90 percent of the poles may be on the ground, but the system's microwave tower on the island may not be damaged.

However, he added, these reports were preliminary.

Bill Phillips, Northeast operations manager for Century Communications, said preliminary reports indicated that headends and towers for Century's San Juan systems, which serve some 111,000 subscribers, weren't heavily damaged.

Meanwhile, stations and operators late last week were preparing for Hugo's grand appearance on the Eastern Seaboard. #

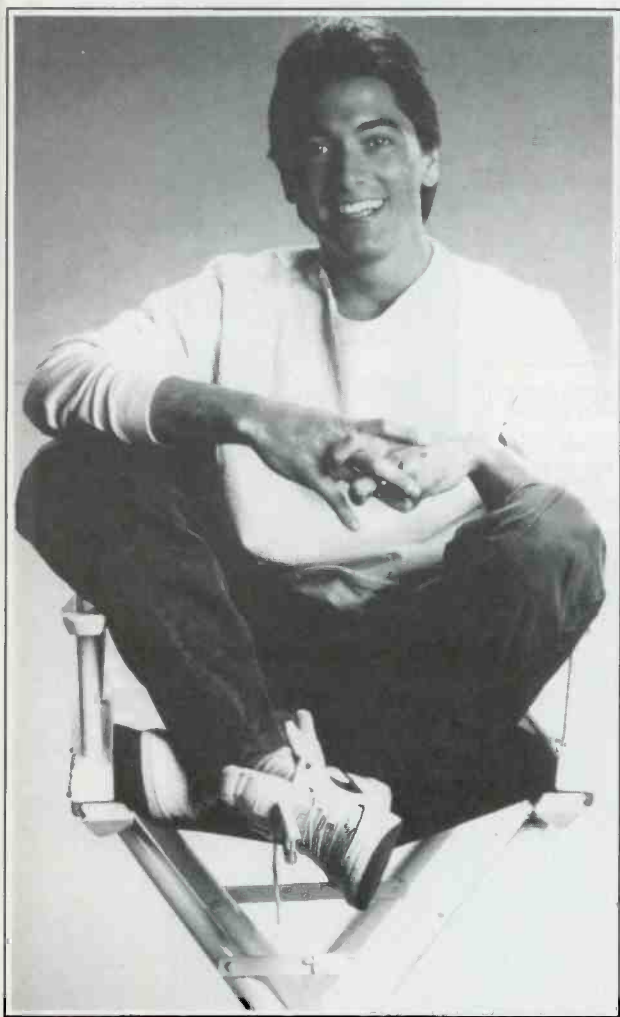


# Right To The Bottom Line.

## NEW SEASON PREMIERE WEEK

Los Angeles M-F 7:00-7:30pm		Rating	Share
The Cosby Show	KCOP	5.9	11
<b>Charles in Charge</b>	<b>KTLA</b>	<b>5.7</b>	<b>10</b>
Family Ties	KTTV	5.4	10

NSI: September 11-15, 1989



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The strip that goes right to the bottom line.

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First in First Run.

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# Waging war in Rochester

The people who represent independent TV stations are hopping mad about developments in Rochester, N.Y., where a Time Warner cable system has created its own cable "station" to compete with the local UHF independent.

Frankly, this is one of those developments that seem inevitable in retrospect. We've predicted for years that one day a cable company would finally figure out that it could program a channel exactly as a TV station would.

Now that the day has finally arrived, the Association of Independent Television Stations is mobilizing its forces in Washington.

In a letter to Capitol Hill, INTV officials lay out their case against local cable stations. Their argument is essentially based on cable's status as a relatively unregulated monopoly.

They say cable companies aren't subject to the same Federal Communications Commission rules that govern broadcasters and can favor their own stations with choice channel positions while downgrading local broadcasters.

They point out that some of the syndicated shows sold to the cable system, such as "ALF" and "Perfect Strangers," came from a Time Warner company, claiming the company has "sold itself its best programs."

They also argue that cable systems have two sources of income, one from advertising and one from subscriber fees, theoretically giving cablecasters a larger pool of revenue for buying programs.

Some of INTV's points are telling. But when all is said and done, we just can't bring ourselves to see this as unfair competition—necessarily.

Arguments about a Time Warner cable outlet buying Time Warner programming fall a little flat once you realize that the TV stations in Rochester had already passed on the shows involved.

The point about FCC oversight would be more compelling if the agency exercised much oversight over TV stations, which in recent years it hasn't.

Certainly the cable system won't have to worry about license renewal challenges. But on the other hand, TV stations don't have to worry about angry city councils threatening to revoke their franchises at renewal time.

While cable systems do have a dual income from advertising and subscriber fees, many broadcasters also make money from outside ventures, such as commercial production.

Finally, issues of channel placement are clearly of paramount importance to broadcasters, but it's the federal courts that have overturned those—not Congress or the FCC.

Still, INTV scores points here. Cable's ability to relegate local broadcasters to the equivalent of television Siberia makes this an issue of real concern.

Smart cable operators who want to make their money while avoiding new regulation would be wise to keep the playing field as level as possible. INTV's arguments will take on more weight if cable operators begin routinely banishing local broadcasters.

Ultimately, though, when we weigh all the pros and cons, it seems to us a shrewd and valid move by the cable system to create its own channel. It serves the purposes of competition: It offers syndicators a new place to sell, and it offers viewers alternative programming to watch. #

## LETTERS TO THE EDITOR

### 'Fairness,' editorials can coexist

Joe Meier's detailed refutation of the fairness doctrine (Sept. 4 Viewpoint, Page 10) was impassioned, but incorrect. While it is certainly fair game to argue against the doctrine, such arguments should not be based on false premises. Mr. Meier wrote that the fairness doctrine was "specifically designed to prevent owners and operators of broadcast properties from 'imposing their opinions' on the public. Editorials were strictly and specifically forbidden." That is not subject to differing opinion. It is incorrect.

The FCC's 1949 Report, "In the Matter of Editorializing by Broadcast Licensees" (13 FCC 1246), often cited as the original explanation of the fairness doctrine, makes clear that "licensee editorialization . . . is not contrary to the public interest."

Indeed, the FCC noted that broadcasters had an affirmative obligation, under the fairness doctrine, to present differing sides of important controversial issues, and that licensee editorials would be an appropriate

ingredient in fulfilling that obligation.

In the 1964 revised fairness doctrine primer (29 Fed. Reg. 10416), the FCC noted that "The Editorializing Report and the 1960 Programming Statement, while stating that the licensee is not required to editorialize, make clear that he (sic) is free to do so." Mr. Meier is incorrect when he blames the fairness doctrine for the lack of strong broadcast journalism. Such a failing on the part of broadcasters, to the extent that it exists, may have its roots in the economics of not offending anyone, or perhaps the FCC could be faulted for not enforcing the affirmative obligation the fairness doctrine spells out. But no reading of the fairness doctrine can find a suggestion in it that controversy or strong journalism is to be in any way avoided.

**Harvey Jassem, Ph.D.**  
associate professor  
University of Hartford  
West Hartford, Conn.

### Tell us what you're thinking

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

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

Letters may be shortened and grammatical errors may be corrected.

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

However, exceptions to this policy may be granted upon request of the writer if, in the opinion of the editors, the reason is sufficiently compelling. #

## QUICK TAKES

**Do you think CNN's new evening newscast will affect your audience share?**



**Philip Balboni**  
vice president,  
news  
WCVB-TV  
(ABC)  
Boston

"It may have an impact. Competition for news is an inevitable reality. There's nothing we can do but make our local news as meaningful and attractive to our audience as we can. CNN is a significant competitor but also an ally; we're continuing to work with them as an affiliate."



**Mort Meisner**  
news director  
WJBK-TV  
(CBS)  
Detroit

"People are getting out of their cars at about 5:50 and right before dinner I think they want to catch local news. I don't think it (CNN's newscast) will have a significant impact on us."



**Richard Reingold**  
news director  
WMAQ-TV  
(NBC)  
Chicago

"CNN produces good news programming and this program will offer another option for viewers. Fortunately, viewers show strong interest in local news, which should put us in a good position to do well in the face of new competition."

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Programming  
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**Pre**

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**The Crown Jewel**



**Debuting**

**& Warner Bros.**

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# FBC boosts its ratings for Emmys telecast

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—Fox Broadcasting Co. continued to build its ratings for the Emmy Awards telecast, with this year's program showing a 10 percent improvement in ratings over last year's.

For the "41st Annual Primetime Emmy Awards" on Sept. 17, FBC scored an 11.4 Nielsen Media Research rating (percentage of TV households) and a 19 share (percentage of sets in use).

That marked a 10 percent improvement from the 10.4/18 the service scored last year, when it televised the event in August.

This year's performance for the program placed FBC second for the night behind CBS.

In 1987, the first year FBC aired the Emmy Awards, the service earned an 8.8/14 with the event.

But even with a 30 percent improvement over the course of three years, FBC's airing of this year's ceremony fell well below what the telecast had been earning on the Big 3 networks.

In 1986, NBC earned a 23.1/36 with the event; in 1985, ABC earned an 18.6/29.

But besides increasing its ratings this year, FBC did manage to cut down the length of the show, with the ceremony ending seven minutes short of the three-hour goal the service had set.

Two years ago, FBC earned itself an infamous spot in TV history by broadcasting the longest Emmy Awards ceremony in history when the event went one minute short of four hours.

This year's telecast marked the last of three that FBC had contracted for with the Academy of Television Arts & Sciences.

FBC has the right of first refusal on future rights for the Emmys through January, but there has also been some indication from ABC, CBS and NBC that they may try to win back the event, possibly



Candice Bergen won an Emmy Award for her lead role in CBS's "Murphy Brown."

on a rotation basis that may or may not include FBC.

In this year's contest, "Cheers" won the most on-air awards with three. Five other programs received two on-air awards each:

CBS's "Murphy Brown," ABC's "thirtysomething," FBC's "The Tracey Ullman Show," NBC's "L.A. Law" and the NBC mini-series "Roe vs. Wade."

(Continued on Page 35)

# Trump, Time Warner get go-ahead for game show

By GARY ALAN ROSEN  
Staff reporter

NEW YORK—Billionaire Donald Trump and Time Warner finally held a press conference here to announce their partnership in the first-run game show "Trump Card," scheduled for the 1990-91 season.

An earlier-scheduled press conference had been called off because Mr. Trump needed to get approval from the New Jersey Gaming Commission in order to telecast the show from Trump's Castle Hotel and Casino in Atlantic City, N.J.

According to a Warner Bros. spokesman, the approval was granted.

Lorimar Television, a division of Time Warner, will develop "Trump Card" for prime access on a cash and barter basis.

David Salzman, president of Lorimar Television, said the game

will have three contestants that answer "rapid fire" questions over a period of three rounds, while filling in blank boxes in a bingo-like format on their Trump cards.

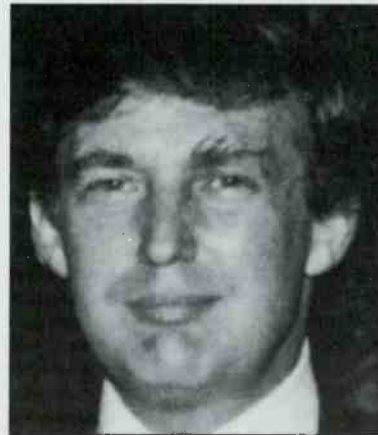
Mr. Salzman also said that home viewers will be able to play along with the contestants—with their own nationally distributed Trump Cards—to win cash and prizes.

The show will experiment with home participation in several test markets, yet to be determined, during its first season before adding the play-along feature nationwide.

Mr. Salzman said the play-along cards would be tied in to a package goods or national retail company.

Mr. Trump announced that all the profits from the show, his first foray into TV programming, will be donated to charity.

Mr. Salzman estimated that a pilot will be ready in approximately 4 to 6 weeks, at which time a host is



DONALD TRUMP  
Show's profits will go to charity

expected to be announced. Fielder/Berlin will produce "Trump Card."#

# Broadcasters, cable discuss common woes

By BOB FOSTER  
Special to ELECTRONIC MEDIA

SAN FRANCISCO—Faced with a confusing regulatory relationship, a group of station managers and cable operators discussed common problems during a seminar here sponsored by the National Association of Television Program Executives.

The seminar, "Broadcasting and Cable Together Into the 1990s," conducted by the NATPE Educational Foundation and moderated by Tom Meek, station operation manager of WOFL-TV, Orlando, Fla., was met with enthusiasm by the audience, most of whom were from northern California television stations.

The seminar focused primarily on the Jan. 1 reimposition of syndicated exclusivity rules. Under those rules, cable operators could be required to black out certain programs on distant signals if a local station has acquired exclusive rights to the same shows.

Station managers were urged to act quickly to notify cable systems within 60 days after they sign contracts for any exclusive syndicated programming.

Another topic of discussion was the elimination of must-carry rules, which required cable systems to carry certain local stations.

John Goddard, president of Viacom Cable, Pleasanton, Calif., surprised the panel and those in attendance when he took a moderate stand on negotiations and pending legislation to reinstate must-carry rules.

"Cable programmers, on a First Amendment basis, have as much right to have access to cable channels as broadcasters, and they can sit down and work out a cooperative solution," Mr. Goddard said.

"Cable operators have to be sensitive and not be arbitrary and capricious on how they handle relocation

and assignment of channels."

John Siegel, president of KBHK-TV, San Francisco, who has worked with Sen. Howard Metzenbaum, D-Ohio, on cable problems, said he was pleasantly surprised about Mr. Goddard's stand.

"His position is much more reasonable than a lot of his colleagues in the cable industry. It is a welcome position," Mr. Siegel said.

However, Mr. Siegel complained that his station, Channel 44, often can't be picked up through cable because the in-home converter boxes distributed to the area's homes have only 32 channels.

"Unless those cables are hooked to a 'cable-ready receiver,' it is impossible for a viewer to even get our channel without using a conventional antenna," he said.

Mr. Siegel went on to explain one of the problems facing some UHF stations.

"Some cable companies have what they call a marketing practice where they offer to hook up a second set without a converter box at no fee," he said.

"Most sets cannot receive signals above Channel 13 without converter boxes. This is the latest competitive device."

There were predictions by panel members that new must-carry rules, if adopted, probably would be cause for legal action by some cable systems and that any new legislation might be set aside to give cable an even freer hand.

James Dunstan, of the Washington communications law firm of Haley, Bader and Potts, warned that while the National Cable Television Association has agreed not to take action against new must-carry laws, other cable industry members might still take legal action, a move that could cloud the future of cable operations and policies.

A second panel on the topic was slated for Sept. 22 in Washington.#

# Government acts to protect films

By DOUG HALONEN  
Washington bureau chief

WASHINGTON—The Library of Congress last week issued a list of 25 classic movies that the federal government intends to protect as "national treasures," a move intended largely to discourage colorization.

Under recently adopted legislation, broadcasters who colorize, edit or otherwise "materially alter" the films for broadcast are supposed to disclose on air that the changes have been made without the permission of the creators.

According to the National Film Preservation Act, the library is supposed to select a total of 75 films over the next couple of years for similar protection. The protection effort, spurred

by Hollywood's creative community, originally would have barred broadcasters from airing colorizations and even some routine edits of films on the protected list.

The films in this first round are "The Best Years of Our Lives," "Casablanca," "Citizen Kane," "The Crowd," "Dr. Strangelove," "The General," "Gone With the Wind," "The Grapes of Wrath," "High Noon," "Intolerance," "The Learning Tree," "The Maltese Falcon," "Mr. Smith Goes to Washington," "Modern Times," "Nanook of the North," "On the Waterfront," "The Searchers," "Singing in the Rain," "Snow White and the Seven Dwarfs," "Some Like it Hot," "Star Wars," "Sunrise," "Sunset Boulevard," "Vertigo" and "The Wizard of Oz."#





# THE PROFESSIONAL CD PLAYER FOR THE PROFESSIONAL CD PLAYER.

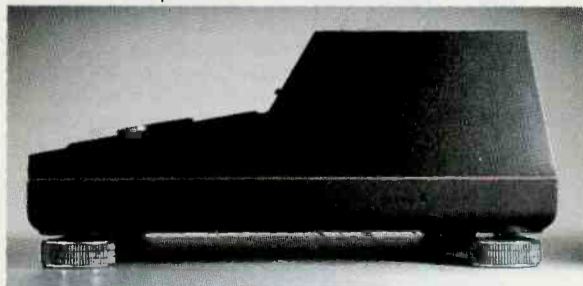
Like all professional CD players, the new Technics SL-P1300 is technologically advanced.

But you don't have to be a technical genius to operate it.

In fact, even if you haven't spent years in the studio, it will only take you a few minutes to figure it out.

You see, the SL-P1300 is ergonomically designed to give you greater control over playback than you've ever had before.

Perhaps that's because it's built like a recording console. Which means the disc well and all the other controls are right at your fingertips.



First, the control panel features a long stroke sliding pitch control. It's continuously variable with a range of  $\pm 8\%$ . In addition, it lets you restore quartz lock accuracy at the touch of a button.

There's also our two-speed search dial with audible pause. Which makes finding your in point extremely easy.

Our professional CD player has other features professionals enjoy working with. Like one-touch memorization by time code, A-B repeat, and our exclusive rocker control search buttons. It's the digital equivalent of dragging your

finger on the edge of a record.

A great deal of thinking also went into things like our balanced outputs (10 dBm nominal into 600 ohms). There's even a port for a wired remote. And separate power supplies for digital and analog circuits. Given this, it's not surprising that its S/N ratio is 112 dB.

If you're a professional CD player, chances are you're ready to hear what our professional CD player can do.

Call your Technics representative. You'll find that our pro CD player isn't the only thing from Technics that's a pleasure to work with.

**Technics**  
The science of sound

**ELECTRONIC MEDIA stock index  
for the week ended Sept. 15**

**EM Index**  
**5667.26**  
**Down 139.26 points**

**Dow Jones Avg.**  
**2674.58**  
**Down 34.96 points**

**Winners**

	Sept. 15	Change from Sept. 8
General Instrument	\$33.88	+\$2.75
King World	\$32.50	+\$1.00
A.H. Belo	\$38.50	+\$1.00
General Electric	\$57.25	+\$0.75
Playboy Enterprises	\$17.62	+\$0.62
Scientific-Atlanta	\$20.00	+\$0.25
Home Shopping	\$3.75	+\$0.12
Jones Intercable	\$19.25	+\$0.12

**Losers**

	Sept. 15	Change from Sept. 8
Wavetek	\$5.00	-\$0.12
FNN	\$7.00	-\$0.38
Century Comm.	\$21.38	-\$0.38
Itel	\$27.62	-\$0.38
Media General	\$38.62	-\$0.38
Cablevision	\$46.00	-\$0.50
Coca-Cola	\$63.25	-\$0.50
ATC	\$48.75	-\$0.75
United Artists	\$22.25	-\$1.00
Comcast	\$26.62	-\$1.00
TCI	\$37.12	-\$1.12
Viacom	\$57.38	-\$1.12
Zenith	\$14.25	-\$1.50
Times Mirror	\$39.62	-\$1.62
Warner	\$62.88	-\$1.62
MCA	\$60.00	-\$2.00
Scripps Howard	\$75.00	-\$2.00
Gannett	\$44.88	-\$2.12
Paramount Comm.	\$54.12	-\$2.38
Knight-Ridder	\$53.38	-\$2.50
Cap Cities/ABC	\$505.50	-\$2.50
TBS	\$49.88	-\$2.62
Tribune Co.	\$56.25	-\$3.38
McGraw-Hill	\$72.38	-\$3.88
Multimedia	\$98.50	-\$5.00
Washington Post	\$283.00	-\$5.50
CBS	\$205.38	-\$5.88
Disney	\$113.75	-\$6.25
Time Inc.	\$127.50	-\$8.50

**Unchanged**

	Sept. 15
CVN Cos.	\$20.00

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

# Behind the battle for MGM/UA

No one was more surprised than Rupert Murdoch when his Fox Inc. failed to walk away the victor of an eleventh-hour scuffle for MGM/UA Communications Co. a couple of weeks ago.

Qintex Group of Australia, a friendly Australian rival, got the nod by bettering its initial offer to \$25 a share for all of MGM/UA in a transaction valued at \$1.5 billion.

With most industry experts agreeing that the deal, even at \$25 a share, is fully and fairly valued, attention has turned from the price to the politicking that went on behind the scenes.

The events that led to one of Mr. Murdoch's rare public defeats are a testament to doing business in a free marketplace where the highest bidder takes all and the bidding seemingly never ends.

Sellers prefer to call it "maximizing shareholder value." Losing suitors complain it is sheer manipulative greed.

Mr. Murdoch, a savvy businessman who usually only bets on sure things, emerged understandably angry from a bidding war that he was assured would not occur.

Qintex Chairman Christopher Skase was in the process of finalizing the equity financing for his purchase of MGM/UA when Kirk Kerkorian, MGM/UA's largest shareholder, invited Fox Inc. back to the bargaining table.

The invitation to Fox was a violation of a preliminary agreement between MGM/UA and Qintex.

"If we had lost, it would have been grounds for a lawsuit," said a Qintex executive who asked not to be identified.

High-level sources close to the situation say Mr. Murdoch and his executives were told by MGM/UA officials that they could snatch up the studio if they offered \$23.50 per share, or \$1.4 billion, which also covered an \$18 million cancellation fee to Qintex. A 48-hour time limit was placed on the offer, which was promptly made.

But during that period, Mr. Kerkorian informed Qintex of the situation and invited the company to better the Fox offer.

Qintex's \$25-per-share offer for all of



**BUSINESS  
BEAT**  
**Diane  
Mermigas**

MGM/UA (initially Qintex was to sell back most MGM assets to Mr. Kerkorian) was designed as a "pre-emptive bid."

"We didn't want to engage in a bidding war for the studio, especially with someone like Fox," a source close to Qintex said.

However, it was on principle, and not for lack of resources, that Fox withdrew from the bidding.

Sources close to the deal say Mr. Murdoch told Mr. Kerkorian by telephone from London that he would not go to \$26 a share.

"No, this is not the way we prefer to do business," a Fox source said. "But, you can't systematically change your approach to doing deals just because one situation goes sour. It's all a question of who you are dealing with, what you want and the risks you are willing to take."

None of the three companies involved in the deal would comment officially.

However, executives close to the negotiations say Qintex and Fox were chagrined about being dragged into a standoff that will make their dealings with each other more difficult, though not impossible.

Messrs. Murdoch and Skase, who have built their international telecommunications empires the hard way, know that business is business.

They both also knew what they were getting into with MGM/UA and Mr. Kerkorian, whose convoluted, erratic attempts to sell the company during the past two years were chronicled in a recent proxy to shareholders.

So it was not surprising last week when several bizarre rumors surfaced: Mr. Kerkorian had secretly agreed to help Qintex finance its revised acquisition (which totals \$1.9 billion with the assumption of \$400 million in debt), and that Paramount Communications Corp. is preparing a hostile bid for MGM/UA.

Sources close to Qintex insist Mr. Kerkorian has no role other than a binding agreement under which he will sell his 82 percent interest to Qintex (valued at about \$1.2 billion), virtually locking out other suitors.

In the final analysis, something was lost and gained by each player.

Qintex may be paying more, but it's getting MGM/UA assets that weren't in the initial proposal. The film and television assets will strengthen Qintex's already prominent stature in both businesses.

MGM/UA's second-time nod was a vote of confidence that Qintex can muster the bank and equity resources necessary to complete the transaction by year's end, defying persistent industry rumors to the contrary. Just to make sure, Qintex is delivering an irrevocable \$50 million letter of credit.

Sources close to the situation say bank and equity finance sources already in place remain committed to the acquisition.

However, bigger-than-expected debt could limit Qintex's TV and film production plans.

If Qintex doesn't sell MGM/UA's television unit, it will be merged with Qintex's television operations, which ultimately could mean consolidation and the loss of some jobs.

MGM/UA and Mr. Kerkorian presumably will walk away with just what they want.

Fox officials say they will continue to be aggressive, opportunistic buyers of other studios and film libraries, although the company may turn more resources and attention to increasing internal production.

Fox already has conducted discussions with the likes of MCA Inc. and Columbia Pictures about transactions that would give Fox the product it needs for a European direct-to-home satellite service and TV stations in the United States and Australia. #

# Paramount expands its broadcasting role

By **DIANE MERMIGAS**  
Senior reporter

Many industry analysts expect Paramount Communications to emerge as a more formidable broadcasting player now that it has agreed to acquire the rest of TVX Broadcast Group.

They're just not sure what the plan is—and Paramount isn't telling.

The company's recent announcement that it will exercise an option to acquire the 79 percent of TVX Broadcast Group that it doesn't already own was a strong signal that Paramount intends to be a broadcaster, and not just a producer of TV programs.

Paramount has agreed to pay Salomon Bros. \$140 million for the 79 percent stake, which will restore to the investment banking firm all but \$30 million in equity that it had wrapped up in TVX.

Paramount secured the option on TVX earlier this year when it spent \$10 million to acquire 10 percent of the company, which owns seven independent TV stations, two of which are in the process of being sold.

The option to buy the remainder of the company would have been good for another 3½ years.

Under the terms of the new agreement with Salomon, Paramount will pay \$110 million for the TVX holdings, consisting primarily of convertible preferred stock and \$30 million in debt obligations.

The remaining stations in the TVX Group are WTXF-TV in Philadelphia; WDCA-TV in Washington; KTXH-TV in Houston; KTXA-TV in Dallas and WLFL-TV in Raleigh/Durham, N.C.

"This is a relatively small acquisition given the vast financial resources Paramount has, but it's a

clear indication that the company is prepared to spend some of its money on broadcasting to become an owner and operator of stations," said one Wall Street analyst who asked not to be identified.

The complete acquisition of TVX was anticipated in light of Paramount's recently announced sale of its financial subsidiary, the Associates, to Ford Motor Co. for \$3.35 billion.

The abundance of cash from the sale only increases Paramount's appeal as a choice takeover target in the aftermath of its failed \$14 billion bid to acquire Time Inc., which is in the process of merging with Warner Communications.

While the complete takeover of the TVX independent stations gives Paramount a long-awaited foothold in TV station ownership, it is not enough to assure the Hollywood studio a leading role as an ad hoc programming network.

Paramount officials declined comment on whether they are contemplating such a move or if they have determined that there is room for five networks in commercial broadcasting.

However, many Wall Street analysts and sources close to the company last week said Paramount is on the prowl for larger independent TV stations to expand its group, heightening longtime rumors that it eventually will make a move on Tribune Co.'s broadcasting and production operations.

Both Paramount and Tribune officials have declined comment on the reports.

However, because 40 percent of Tribune is held by managers, directors and employees, any transaction would have to be a friendly one. Tribune officials have said they are determined to remain independent.

(Continued on Page 35)

**INSIDE TRANSACTIONS**
**A.H. Belo**

**Robert Decherd**, chairman, sold and disposed of by gift 84,700 shares of class A common stock between an unreported price and \$39.50 per share on Aug. 7 and now indirectly and directly holds 627,146.

**James Sheehan**, president, exercised an option for 6,900 shares of class A common stock between \$17 and \$19.75 per share on Aug. 11 and now directly holds 25,310. Mr. Sheehan also exercised an option for 5,100 shares of class B common stock at \$19.75 per share on Aug. 11 and now directly holds 18,350.

**Comcast Corp.**

**Julian Brodsky**, director, exercised an option for 66,626 shares of class A common at \$0.67 per share from Aug. 9 to 23 and directly holds 241,189.

**Ralph Roberts**, president, exercised an option for 49,500 shares of class A common stock at \$2.35 per share on Aug. 9 and now indirectly and directly holds 52,057.

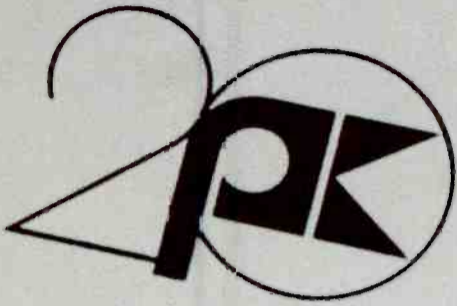
**TBS**

**Paul Beckham**, vice president, sold 3,000 shares of class A common stock at \$38 per share on May 11 and now directly holds 272. #

Source: Invest/Net

# WALLER CAPITAL

The Momentum Continues



## CABLE TV BANKER/BROKER

**PAUL KAGAN ASSOCIATES, INC.**  
 126 CLOCK TOWER PLACE  
 CARMEL, CALIFORNIA 93923-8734  
 (408) 624-1536

Senior Analyst: Paul Kagan (408) 624-1536  
 Analyst: Judd Ostrom (408) 624-1536  
 Associate Analyst: Paula Greer (313) 949-1502

Top brokers hit  
 time high....  
 Cooke agrees to  
 Over-financing  
 UAE merger.....  
 Pricely transacted  
 Rates move down.

July 31

Escalating values, friendly lenders and the insatiable demand of operators to buy everybody else's subs have put the cable broker industry on a heading to pass 1988's \$8.4 bil. benchmark total of closed closings through June 30 of \$4.6 bil., plus another \$4.1 bil. under and expected to close before December 31.

Broker	---# Deals Closed---				-----Total Dollar Volume-----			
	6 months ended 6/30				6 months ended 6/30			
	1986	1987	1988	1989	1986	1987	1988	1989
	(mil.)	(mil.)	(mil.)	(mil.)	(mil.)	(mil.)	(mil.)	(mil.)
Morgan Stanley	n/a	n/a	4	2	n/a	\$1,097.0	\$2,080.0	934.7
Waller Capital	3	5	10	14	45.3	\$106.0	474.0	720.0
Shearson Lehman	n/a	n/a	3	3	n/a	n/a	735.5	605.0
First Boston	--	21	n/a	17	421.8	n/a	n/a	391.2
CEA	26	--	26	2	--	170.0	781.7	539.8
Goldman Sachs	27	14	n/a	28	443.7	--	n/a	177.8
Daniels & Assoc.	--	3	4	9	15.6	--	147.3	79.0
Johnson, Crowley	7	7	7	7	11.1	10.6	18.5	62.8
Cable Investments	7	11	10	12	45.9	48.0	26.0	38.5
Hardesty, Puckett	9	2	30	3	4.1	15.2	60.0	28.4
Jones Group	--	5	6	12	--	3.0	225.0	20.0
Pyms	--	5	5	1	--	21.5	17.0	17.3
Martz	10	--	1	2	44.4	--	12.0	13.6
Denver Group	--	4	16	12	4.7	--	117.0	12.2
Comm. Mktg. Group	7	7	n/a	1	1.4	4.5	n/a	7.5
Pat Thompson	2	--	5	3	n/a	7.2	27.0	6.6
Leland, Kent	--	5	5	1	--	n/a	2.1	6.3
Clifton Gardiner	--	--	1	1	--	--	9.8	5.5
Comm. Res. Unltd.	10	4	16	12	--	--	--	--
Frank Boyle Co.	--	7	12	1	--	--	--	--
Meridian Comm.	7	7	12	1	--	--	--	--
MBL Inc.	2	6	3	8	--	--	--	--
Ill & Assoc.	n/a	n/a	3	8	--	--	--	--
Webber	--	--	1	1	--	--	--	--
Cher & Singer	--	--	n/a	1	--	--	--	--
Ansbacher	--	--	1	0	--	--	--	--
Corp	4	1	0	0	--	--	--	--
ty Corp.	--	0	0	0	--	--	--	--
Fin	--	--	0	0	--	--	--	--

As seen in PAUL KAGAN CABLE TV BANKER/BROKER, July 31, 1989 issue.



at a time when parenting is a subject of widespread interest.

### **Top Pediatrician Wins Kudos**

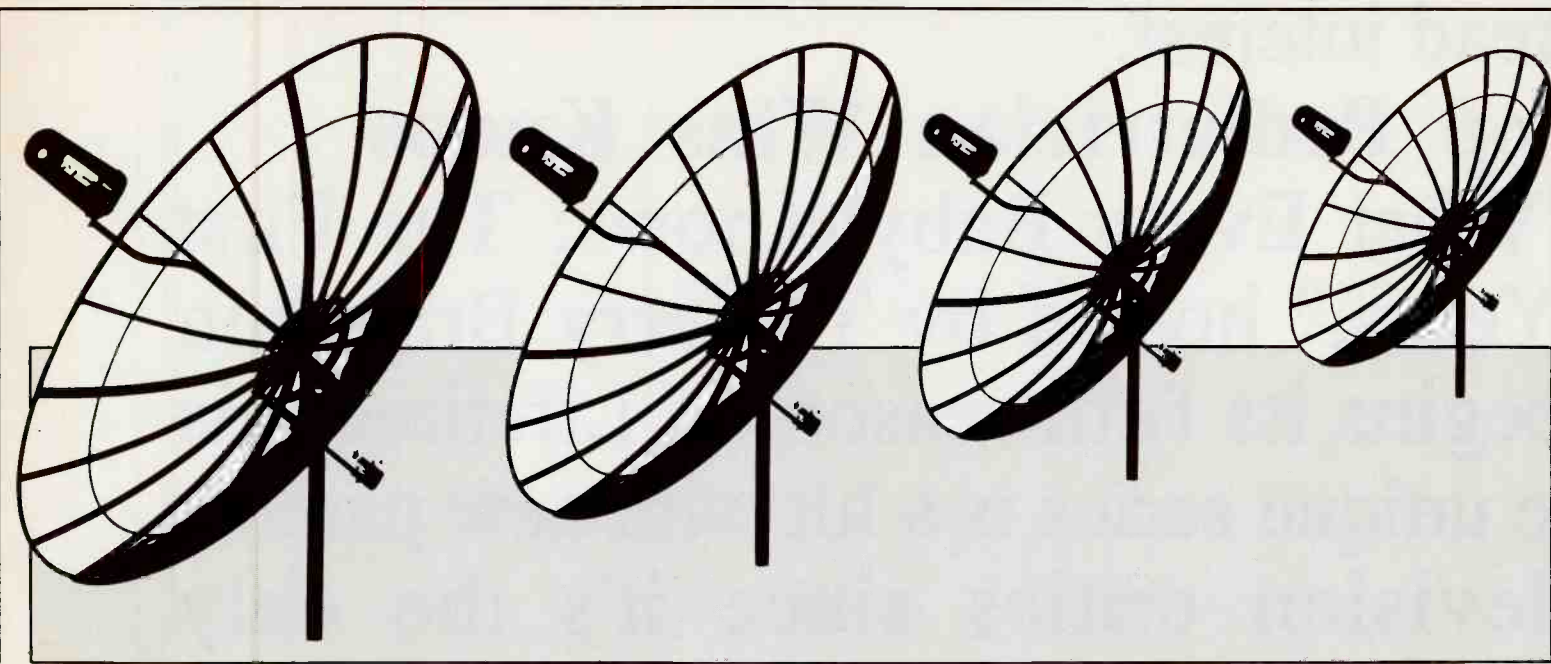
"What Every Baby Knows: The First Three Years," hosted by T. Berry Brazelton M.D., begins its fifth season on Lifetime this fall. The unique series is a hit with new parents and television critics since it's the only parenting program to focus on the first three years of infancy.

A world-renowned pediatrician, Dr. Brazelton is swiftly becoming known as this generation's Dr. Spock. He was recently the subject of a "Newsweek" cover story, and was named "the nation's preeminent baby doctor" by "Time" magazine. Dr. Brazelton has also appeared on an Emmy-nominated episode of "Bill Moyers' Journal."

"What Every Baby Knows" has gained both audience and critical recognition by offering no nonsense advice on issues of concern to today's parents. Bonding, separation and child care are some of the topics covered on the show.

### **Scientific Approach**

By capitalizing on fiber optic technology, a recent program featured unique footage of a forty-day-old embryo inside



## Picking up signals

Firm simplifies multiple satellite dish operations

By DANA BLANKENHORN  
Special to ELECTRONIC MEDIA

Controlling a flock of dish antennas is supposed to require heavy-duty engineering, but a Georgia company has made it child's play.

That's ironic, because the SatCom Technologies division of Radiation Systems Inc., a dish antenna maker in the Atlanta suburb of Duluth, Ga., is also Philips Consumer Electronics Co.'s major subcontractor for Whittle Communications' Channel One project.

SatCom has come up with a personal computer-based system for controlling satellite dishes, called the Series 5000 Multiple Antenna Control System.

By building the control system around a personal computer instead of a computer designed to control individual satellite dishes, SatCom can set up a system to control a number of dishes that automatically pick up programming from different satellites, says Dan Landreth, marketing manager for the company.

SatCom first showed its solutions for dish farms last spring, says Mr. Landreth, and they're available for installation now.

While stations used to need an engineer on duty around the clock to make sure their dishes were maintained at the correct angles and picking up programming at the right time, now a single IBM PC AT with a color monitor can control up to four SatCom antennas for a one-time cost of about \$20,000.

By using a modem and standard cables, an operator can even control an antenna farm from



SatCom has developed a PC-based system for controlling multiple satellite dishes.

miles away.

To make all this happen, SatCom did some work on its dishes. The plugs at the base of its newest dishes connecting them to the com-

puter are now the same RS-422 serial connectors used by many PCs.

Many competitors use parallel plugs, which are shaped differently, so the new SatCom controller may not work on all of its competitors' dishes, Mr. Landreth says.

In its approach, the control software operates a lot like the communications packages that are used with many PC modems, Mr. Landreth says.

The software uses pop-up windows with one-button commands and a variety of colors—such as red, to indicate an alarm.

The System 5000 also lets the user do things such as automatically log onto a series of satellites overnight to tape programs.

The system is designed to eliminate that bane of every program director's existence, missed feeds, Mr. Landreth says.

Passwords protect the system, and all activity is logged for later review.

The Series 5000 is not being used for Channel One, but SatCom's automatic nighttime operation feature on the 5000 is important to Whittle's concept, Mr. Landreth says.

"Late at night, when transponder time is less costly, a 15-minute program will be delivered to schools. The programs are taped automatically, and a lesson plan is distributed."

Under the Channel One plan, SatCom will supply dish antennas and connections for a projected 8,000 high schools nationwide, which will receive both Whittle's sponsored programs and competitive products such as CNN Newsroom.#

## Dynair offering switcher

Dynair Electronics is introducing the Dyna Mite routing switcher for TV broadcast and post-production facilities. The 40 MHz switcher is designed to handle NTSC, PAL and SECAM as well as all proposed advanced television and high-definition television signals. The routing switcher, used to route video and/or audio electronic signals from equipment that creates the signals, can be controlled from a built-in control panel or from as many as 30 remote-control panels. Dyna Mite will be available in October. The 10-by-10 video switcher is priced at \$4,495; the 10-by-10 audio switcher

### PRODUCT UPDATE

starts at \$3,895; and the 10-by-10 audio/video switcher costs \$6,285, including a built-in control panel. A computer-control version will be available by year's end. Dynair Electronics, 5275 Market St., San Diego, Calif. 92114.

\* \* \*

JVC Professional Products Co. is offering the 11 Series of professional S-VHS production and post-production equipment. The new series, which JVC says has greater versatility and better picture quality, includes a full-featured editor, edit feeder, docking portable recorder and time-base corrector/noise reducer. Among the features of the series are chroma enhancement circuits that eliminate chroma-spreading after repeated dubs and proprietary crosstalk reduction circuits that reduce vertical color-blurring. JVC Professional Products Co., 41 Slater Drive, Elmwood Park, N.J. 07407.

\* \* \*

Rebo Research is featuring ReStore, a computer-based high-definition dual frame store. ReStore offers storage, retrieval and manipulation of high-definition images and is currently designed to operate with a Macintosh II computer. Images can be viewed on a high-definition monitor or on the Mac color screen and are stored in two buffers. Rebo Research, 530 W. 25th St., New York, N.Y. 10001.#

## ITS convention finds teleproduction niche

By WILLIAM MAHONEY  
Los Angeles bureau chief

LOS ANGELES—The ITS Annual Forum, a convention for equipment manufacturers and production and post-production facility managers, has apparently carved out a niche for itself.

The New York-based International Teleproduction Society held its second annual meeting here last week at the Century Plaza Hotel downtown.

About 1,700 people, roughly the same number as last year, attended the Sept. 16-19 event.

About 50 manufacturers were represented on the exhibit floor. Attendees were offered 28 seminars and 24 round-table sessions on such key topics as high-definition television, digital technology and computerization.

Equipment manufacturers say the ITS Annual Forum, while still a small convention in comparison to others, gives them access to a prime group of facility managers.

"This clientele is very important to us, and the convention gave us an opportunity to really get close to a lot of those people, much

**Equipment manufacturers say the ITS Annual Forum, while still a small convention in comparison to others, gives them access to a prime group of facility managers.**

more so than any other show we do," said Bob Natwick, director of Sales Americas for Grass Valley Group, the Grass Valley, Calif.-based equipment manufacturer.

He compared the event to the National Association of Broadcasters convention and the Society of Motion Picture and Television Engineers meeting, considered by many as the main equipment conventions in the United States.

"Even though the booth traffic was not what you would get at an NAB or a SMPTE, it was good quality," Mr. Natwick said.

The NAB convention took place in Las Vegas from April 29 through May 2; SMPTE will be held in Los Angeles from Oct. 21 through 25.

Pat Noble, marketing manager for Chyron

Corp., the Melville, N.Y.-based equipment manufacturer, echoed Mr. Natwick's sentiments.

"It's the quality of the people that attend the show," she said.

"They're our customers. We get a chance to talk to them. It's not as crowded, and we can give them more time and answer their questions," she added.

"If I ranked it purely as a show, it's certainly in the top 10," Mr. Natwick said. "But as a client base, I'd rank it very high. I would rank it probably just under NAB as a way to reach the teleproduction, post-production market."

ITS stresses the importance of using the convention as a forum so that manufacturers and facility managers can exchange their

ideas.

To boost attendance at the seminars, ITS closed the exhibition floor during other convention events.

"The value of the seminars was quite high to us as a two-way exchange," Grass Valley's Mr. Natwick said.

ITS will be issuing a position paper on HDTV production formats in the coming weeks, which it's developing from the convention's seminars and round-table sessions.

Mr. Natwick said this year's convention was "far better" than ITS's first effort last year.

"Being under one roof was a terrific help," he said, noting ITS's consolidation of all the events at the Century Plaza Hotel. Last year, ITS conducted events at several different hotels.

Although the first ITS convention was held in June 1988, it was moved to September this year to set it apart from NAB.

Next year, the ITS Annual Forum will be held in New York at the Hilton Hotel Sept. 9 to 11.

"It looks like we'll have better traffic next year, a better location and a denser client base," Mr. Natwick observed.#

# The night Tony Dorsett left O.J., Bo, Earl and The Refrigerator in the dust.

What a night on ABC!

The "20th Anniversary Hotline" on "Monday Night Football" easily handled a peak of over 8,000 interactive calls a minute. That's more than any other interactive service could have pulled off.

The overwhelming response was one of the greatest rushes in the NFL. It set a new precedent for *Interactive Television*.

We are delighted that Call Interactive technology helped make it possible.

But this is only the beginning. Every Monday night for the rest of the season Americans will not only watch great football, they'll also be able to call and get in the game.

From now on, you're going to see television that's more involved with its audience.

**THE FIRST QUESTION PUT TO THE NATIONAL TV AUDIENCE:**  
Choose the most spectacular rushing play in the 20 years of "Monday Night Football":

**THE RESULTS:**

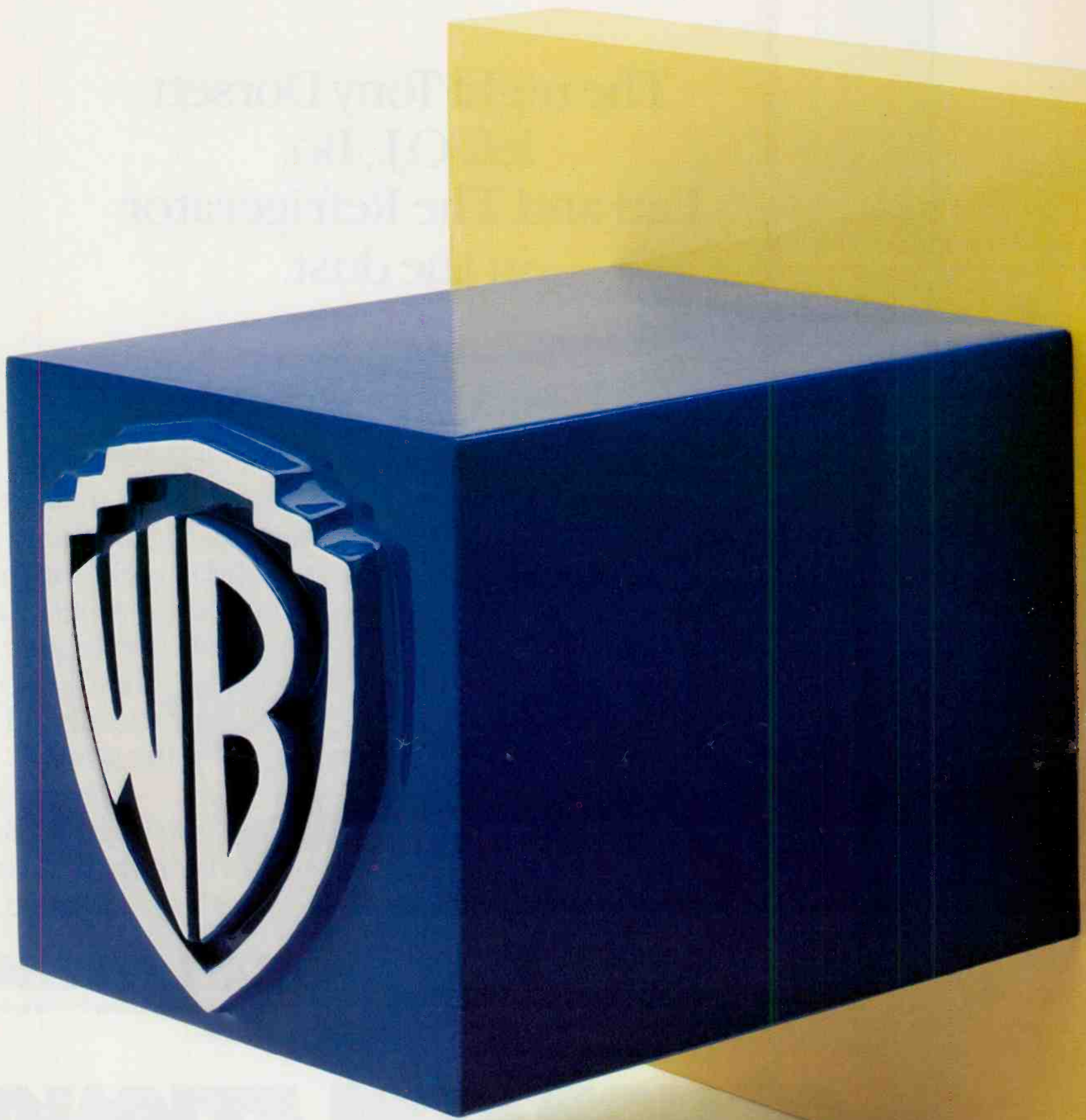
1. Tony Dorsett	51%
2. O.J. Simpson	19%
3. Bo Jackson	16%
4. Earl Campbell	8%
5. Refrigerator Perry	6%

**THE NUMBER THEY CALLED:**  
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To work in syndication, a once-a-week prime time hit has to have an audience made up of the same type of people who watch sitcoms five days a week.

That's the case with "ALF," "Head of the Class," "The Hogan Family" and "Perfect Strangers" from Warner Bros. In fact, these network hits have audience compositions that mirror syndication's biggest winners. Which makes them the ideal complement to your fall '90-'91 line-up.

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ALF



Head of the Class



The Hogan Family



Perfect Strangers



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DOMESTIC TELEVISION  
DISTRIBUTION  
A Warner Communications Company

## WHO'S NEWS

## Broadcast TV

**Jeanie Bradley** to vice president of current programs, Columbia Pictures Television, Los Angeles, from director of current programs.

**William Harmond** to vice president of Eastern sales, ABC Television Network Group, New York, from vice president of Western sales, ABC, Los Angeles.

**John Sloan** to president and general manager, KWQC-TV, Davenport, Iowa, from station manager.

**Ed Piette** to station manager, KSDK-TV, St. Louis, from director of broadcast operations.

**Paul Saltin** to general sales manager, KOKH-TV, Oklahoma City, from president, MV Capital, Atlanta.

**Kevin O'Kane** to national sales manager, WXAA-TV, Albany, N.Y., from director of regional sales, WTEN-TV, Albany.

**Dennis Dowdle** to local sales manager, WLVI-TV, Boston, from national sales manager. Also, **Ken Zuckerman** to children's marketing manager from national sales manager/director of marketing, Sinclair Marketing, Baltimore.

**Bohdan Zachary** to producer, Fox Broadcasting Co., Los Angeles, from producer, Gold Mountain Films, Los Angeles.

**Eric Dausman** to director, engineering and operations, WNBC-TV, New York, from director of network distribution and core projects, NBC Network O&T's' broadcast systems engineering department.

**Wendy Miles** to general sales manager, KDLT-TV, Sioux Falls, S.D., from local sales manager.

**Julie Collins** to local sales manager, KBHK-TV, San Francisco, from account executive.

## Cable TV

**Jack Petrik**, Turner Broadcasting System's corporate vice president of syndication, Atlanta, has been named to the board of directors. Also, **Eileen Murphy** to manager of public relations, TBS, Wash-

## 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.



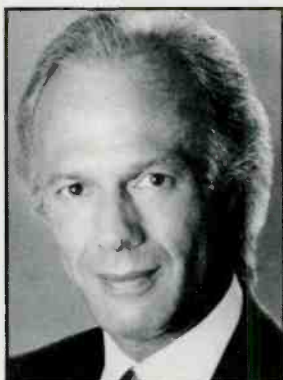
**WENDY MILES**  
KDLT-TV



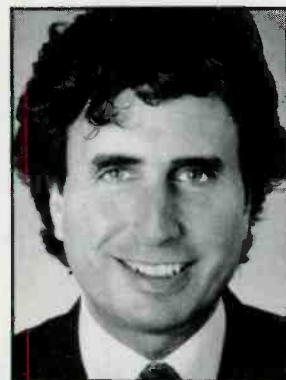
**JACK PETRIK**  
TBS



**NANCY REYNOLDS**  
KOY-AM/FM



**HOWARD MENDELSON**  
Guber-Peters Television



**LEE RUDNICK**  
Guber-Peters Television



**JOHN WEISER**  
Guber-Peters Television



**MEL LAYTON**  
Republic Pictures Corp.



**VANESSA HAYES**  
C.B. Distribution Co.

ington, from publicist, Cablevision Systems Corp., Woodbury, N.Y.

**John Ford** to vice president of corporate program partnerships, The Discovery Channel, Landover, Md., from vice president for community development, WHYY-TV, Wilmington, Del., and Philadelphia.

**Peter Moran** to senior vice president, Cable Networks, New York, from vice president and director of sales. Also, **Stacie Colbeth** to Eastern director of sales from New York national sales manager.

**Karen Zollman** to vice president, Eastern region advertising sales, MTV and VH-1, New York, from director. Also, **Linda Alexander** to West Coast director of corporate communications, MTV Networks, Los Angeles, from director of program publicity, Nickelodeon/Nick at Nite, New York.

**Mary Eldridge** to Northeast regional marketing manager, The Learning Channel, New York, from account executive, National Cable Advertising, New York.

**Robert Gold** to vice president of public relations, Prime Ticket Network, Inglewood, Calif., from manager of affiliate public relations, HBO, Los Angeles.

**Peter Macaluso** to vice president-operations, Century Cellular Corp., New Canaan, Conn., from chief financial officer, Metro Mobile, Greenwich, Conn.

**Jim Deveraux**, general manager of United Cable Television of Wyoming, Casper, Wyo., has retired after 35 years with the company. He is succeeded by **Bob Carnahan**, formerly assistant manager of the Wyoming system.

**George Bodenheimer** to vice president, affiliate sales and marketing, Eastern division, ESPN, Bristol, Conn., from director, affiliate sales and marketing.

## Journalism

**Jerry Ridling** to executive producer of station services, CBS News,

New York, from senior producer for regional news cooperatives, CBS Newsnet, Washington.

**Dave Nixon** to news director, KEYC-TV, Mankato, Minn., from news director, KPAX-TV, Missoula, Mont.

**Leslie Carde** to anchor, "Media Beat," CNBC, Fort Lee, N.J., from anchor, "The Money Wheel."

**Steve Newman** to weekend weather anchor, KRON-TV, San Francisco, from weather anchor, KGO-TV.

**Jim Kelly**, quarterback for the Buffalo Bills, to co-host, "Bills Highlights With Jim Kelly," WKBW-TV, Buffalo, N.Y.

**Syndie Kohara** to anchor and reporter, KGO-TV, San Francisco, from chief of communications for the department of alcohol and drug programs, State of California, San Francisco.

**Dan Blackburn** to correspondent, CNN, Los Angeles, from freelance correspondent.

## Radio

**Gloria Kostyrka** to Eastern sales manager, CBS Radio Networks, New York, from Eastern sales manager, CBS Radio Representatives.

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

**Nancy Reynolds** to vice president and general manager, KOY-AM/FM, Phoenix, Ariz., from vice president and general manager, KFSD-FM, San Diego.

**Russ Haberle** to vice president and general manager, KFSD-FM, San Diego, from sales manager.

**Steve Huntington** to operations manager, The WAVE Network, Chicago, from program director and music director, KIFM-FM, San Diego.

**Barry Farber** to air personality,

WABC-AM, New York, from air personality, WMCA-AM, New York.

**Warren Lada** to senior vice president, Forrest Broadcasting, New York, from vice president and general manager, WJAZ-FM, Stamford, Conn.

## Syndication

**Greg Miller** to vice president of program development, Tribune Entertainment Co., Chicago, from vice president of television operations, Great American Broadcasting, Cincinnati.

**Howard Mendelson** to executive vice president, advertising sales, Guber-Peters Television, New York, from senior vice president. Also, **Lee Rudnick** to senior vice president/East Coast sales and general sales manager, New York, from vice president/Eastern region sales; and **John Weiser** to senior vice president/West Coast sales, Los Angeles, from vice president of program sales.

**Mel Layton** to vice president, acquisitions, Republic Pictures Corp., Los Angeles, from vice president, acquisitions, Vidmark Entertainment, Los Angeles.

**Marvinia Anderson** to vice president of worldwide sales, World International Network, Beverly Hills, Calif., from director of worldwide cable/cassette marketing, ABC Distribution Co., Los Angeles.

**Ami Hope Witt** to central division manager, syndication division, DLT Entertainment, Chicago, from vice president, central division, Silverbach-Lazarus Group, Chicago.

**Vanessa Hayes** to operations manager, C.B. Distribution Co., Beverly Hills, Calif., from associate producer and post-production supervisor, The Steve Tisch Co./Vestron Entertainment, Los Angeles.

## Other

**Richard Firestone** to chief, common carrier bureau, Federal Communications Commission, Washing-

ton, from chief counsel, National Telecommunications and Information Administration, Department of Commerce, Washington.

**Ruth Armstrong** to associate director, marketing and operations, PBS Enterprises, Alexandria, Va., from product marketing manager, Source Telecomputing Corp., McLean, Va.

**Leslie Hollingsworth** to vice president and managing director, Brad Marks International, Los Angeles, from managing associate and principal, Worldwide Entertainment Division, Korn/Ferry International, Los Angeles.

**Michael Spitalnik** to Eastern division manager of television station services, Arbitron Ratings Co., New York, from vice president and general sales manager, Independent Television Sales, New York.

**F. David Harris** to director, special projects, Science and Technology Department, National Association of Broadcasters, Washington, from department head, Electrical Engineering and Technology Department, Purdue University Calumet, Hammond, Ind.

**Robert Burke** to executive vice president, WTN Productions, London, from vice president, news, London.

**Karen Strickholm** to vice president, corporate entertainment division, Rogers & Cowan, Los Angeles, from director, corporate entertainment division.

**Gilbert Kuang** to vice president, corporate planning, IDB Communications Group, Los Angeles, from executive director, IDB Digital Services, New York.

**Fred Nichols**, executive vice president of TCA Cable TV, Tyler, Texas, to director, district No. 5, Community Antenna Television Association, Washington. Also, **James DeSorrento**, chairman of Triax Communications Corp., Denver, to vice director, district No. 7., CATA, Washington.

**Frank Higney** to chief operating officer, Broadcast Investment Analysts/Frazier, Gross & Kadlec, Washington, from vice president, valuations. Also, **William Redpath** to vice president, financial analysis, from manager, tax appraisals.

**Cynthia Huffman** to group sales manager, TeleRep, Los Angeles, from account executive.

**David Toma** to vice president and film services division head, Complete Post, Hollywood, from sales executive, Pacific Video, Los Angeles.

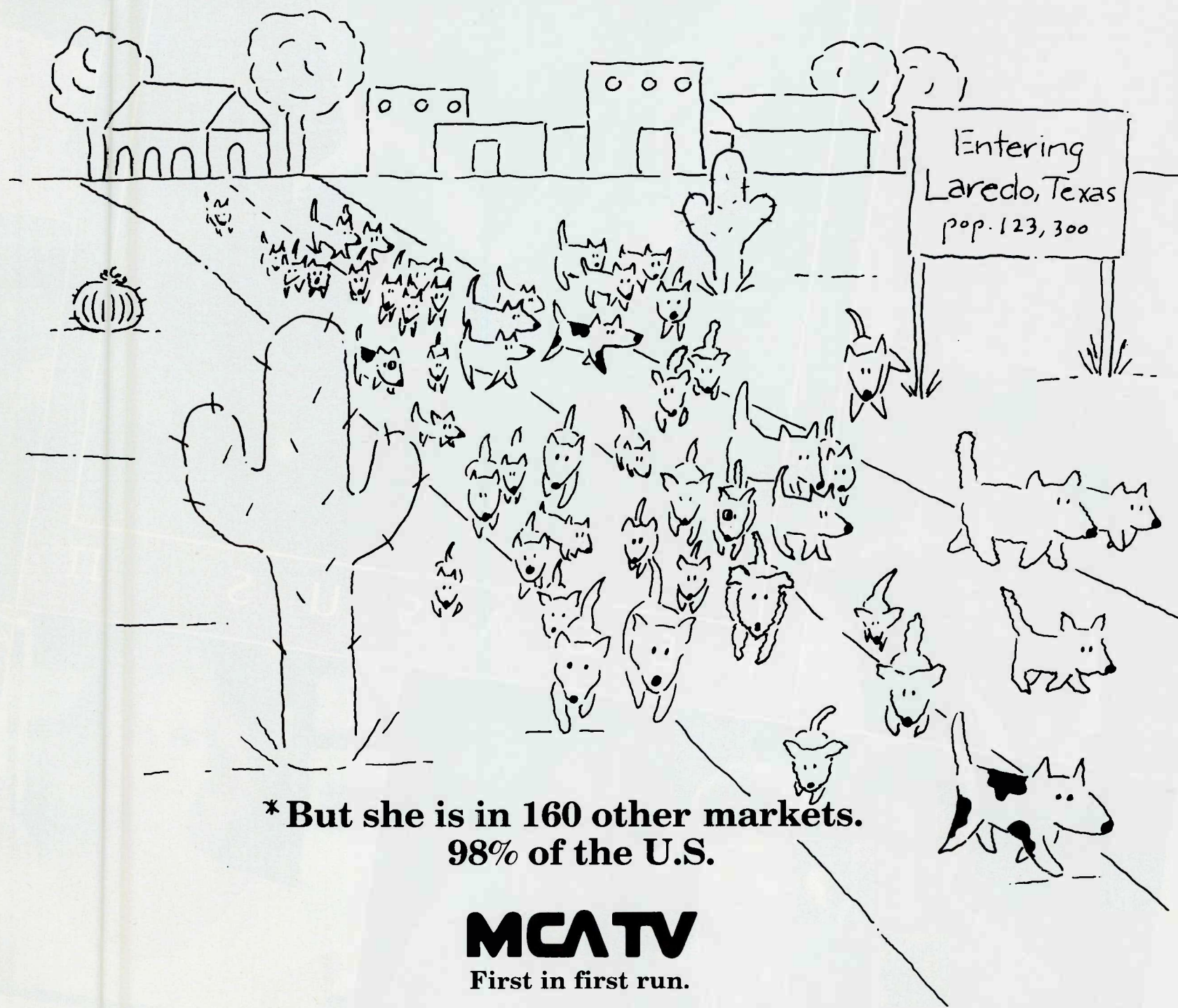
**Dave Brewer** to senior vice president, Pollack Media Group, Pacific Palisades, Calif., from vice president, programming. Also, **Carol Holt** to vice president, operations, from operations director.

## Obituaries

**Michael Rice**, 47, a former general manager of WGBH-TV, Boston, died Sept. 6 at his home in Truro, Mass., of complications related to AIDS. He was most recently a senior fellow at the Aspen Institute.

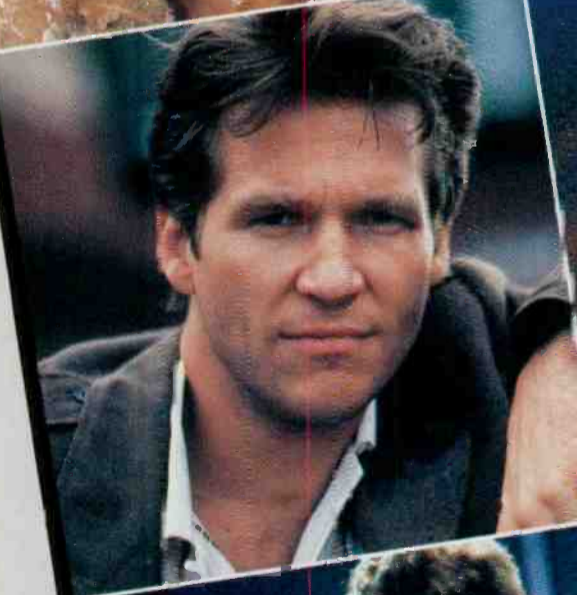
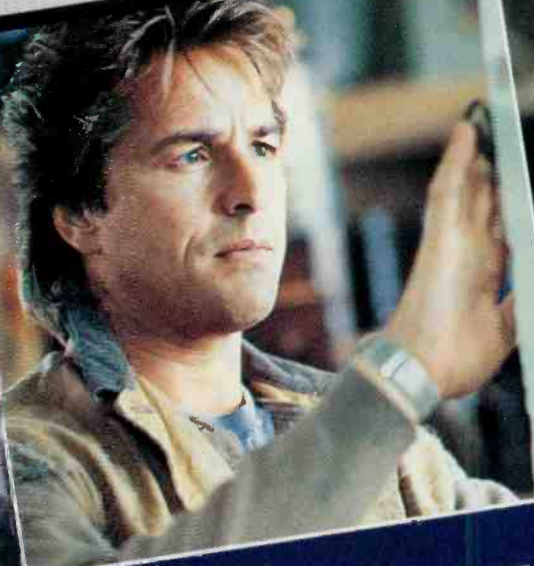
**Jay Stewart**, 71, former announcer of "Let's Make a Deal," died Sept. 17 of a self-inflicted gunshot wound at his home in Hollywood.#

# Lassie's Not In Laredo ...Yet.\*



\* But she is in 160 other markets.  
98% of the U.S.

**MCA TV**  
First in first run.



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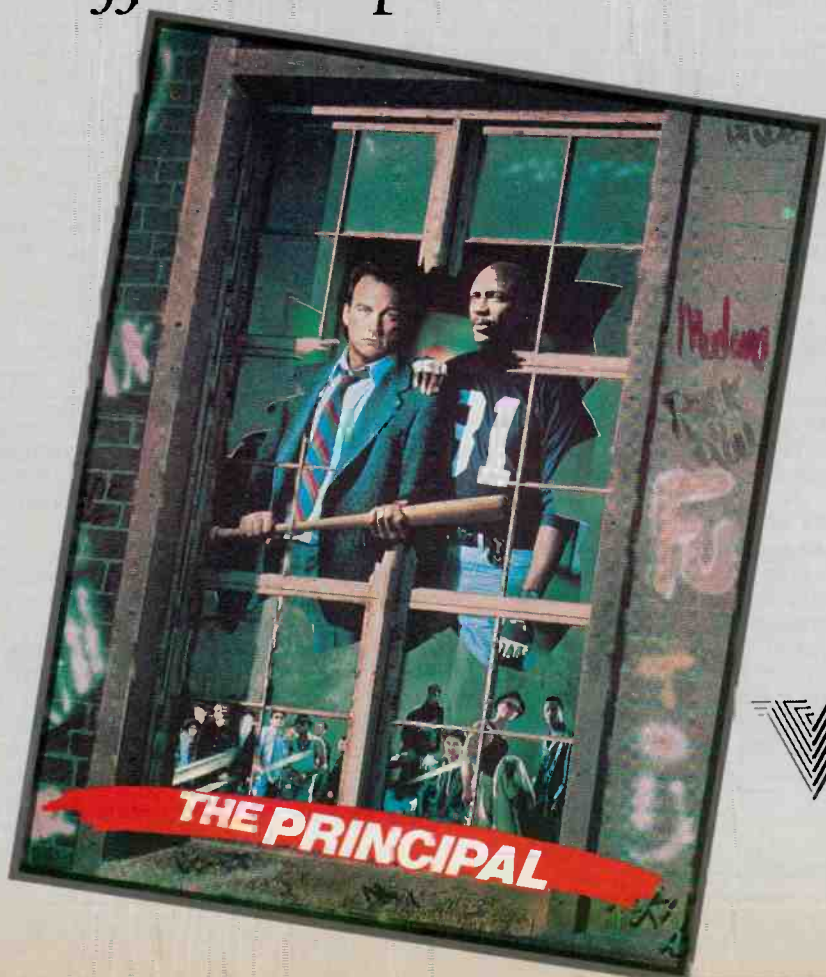
*PEGASUS II has it all...*

Award-winning titles with mass appeal. Popular movies such as "Suspect," "The Principal," "Like Father, Like Son," "BAT 21," "See No Evil, Hear No Evil," and 16 other major theatrical films!

Captivating, popular, promotable stars including Michael Keaton, Bruce Willis, Kim Basinger, Gene Hackman, Danny Glover and Cher!

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*Famous names, famous faces...  
a commanding arsenal of  
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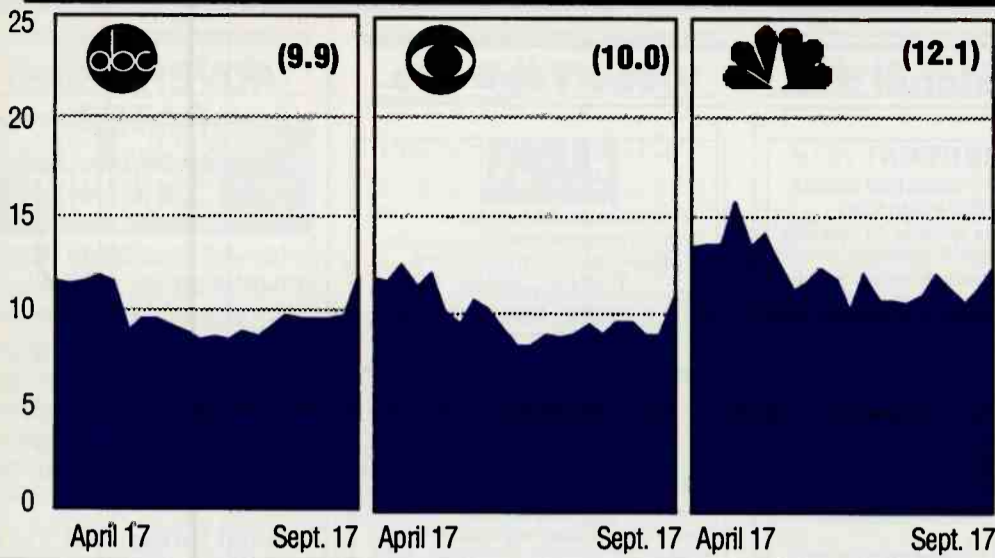
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**OFF-SEASON RATINGS (AVERAGES)**

**WEEKS 1-21: APRIL 17 THROUGH SEPT. 17**

**NETWORK PRIME TIME**



**IN THE SPOTLIGHT**

**The first Emmies**

**Presented Jan. 25, 1949**

**Best film made for television:**  
"The Necklace" (NBC)

**Presented Jan. 27, 1950**

**Best live show:**  
"The Ed Wynn Show" (CBS)

**Best kinescope show:**  
"Texaco Star Theater" (NBC)

**Most outstanding live personality:**  
Ed Wynn (CBS)

**Most outstanding kinescope personality:**  
Milton Berle (NBC)

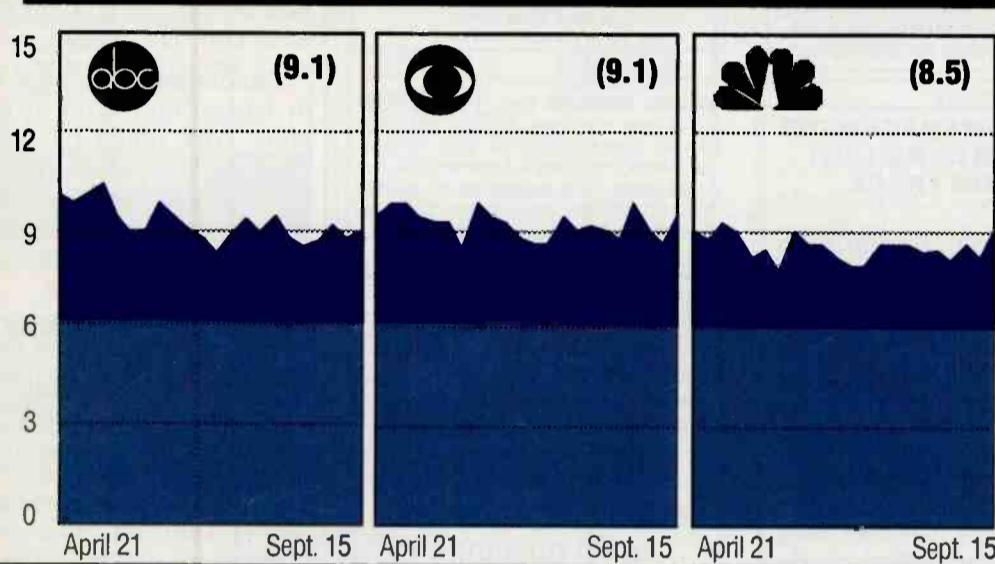
**Best film made for and viewed on television:**  
"The Life of Riley" (NBC)



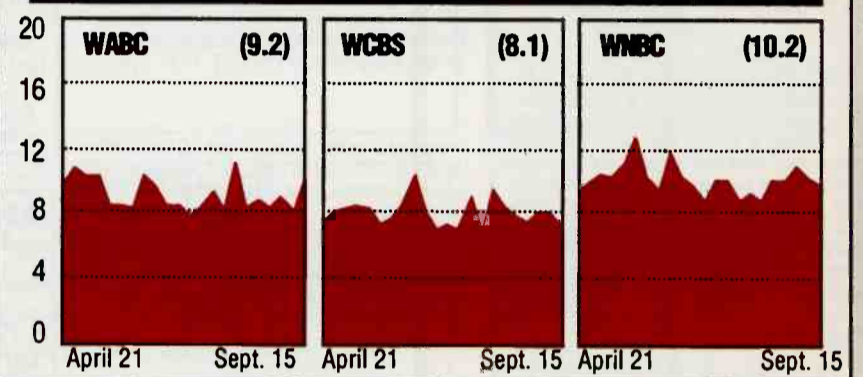
Milton Berle

Source: The Complete Directory to Prime Time Network TV Shows, third edition.

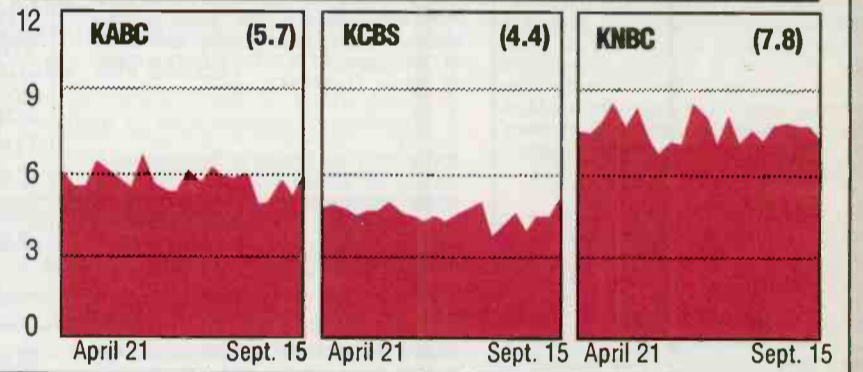
**NETWORK EVENING NEWS**



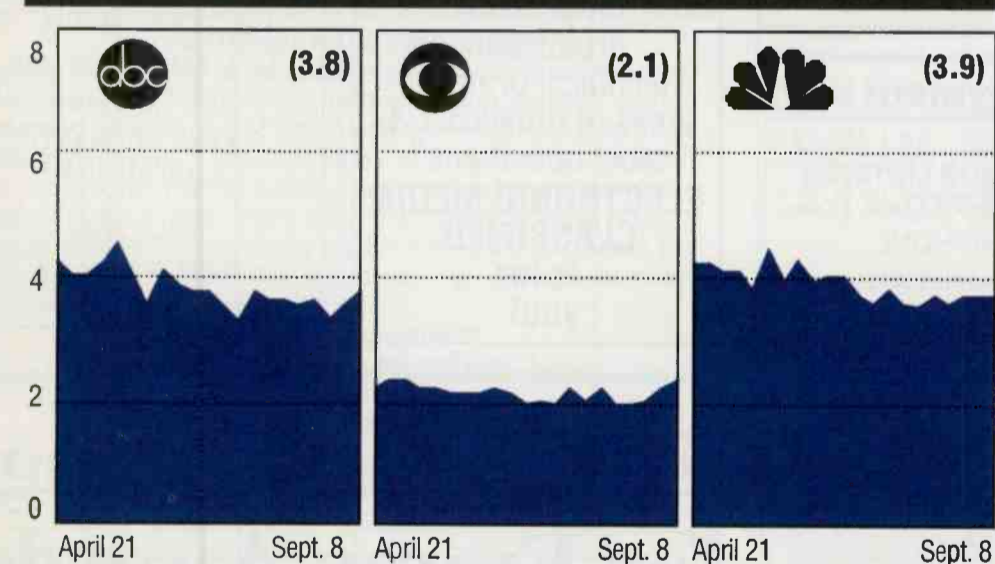
**NEW YORK 11 P.M. LOCAL NEWS**



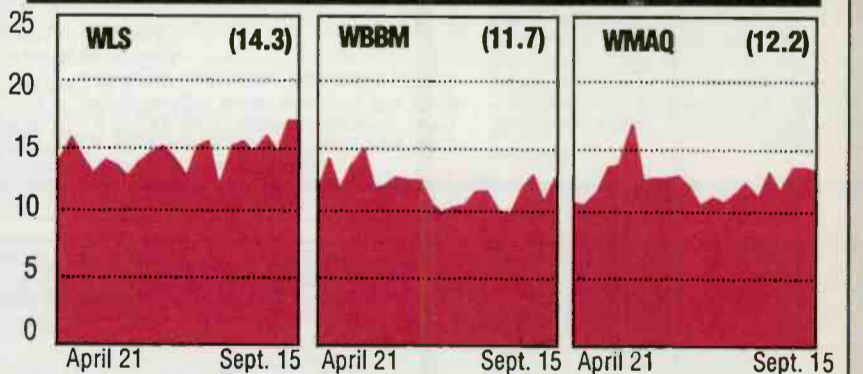
**LOS ANGELES 11 P.M. LOCAL NEWS**



**NETWORK MORNING NEWS—APRIL 21 TO SEPT. 8**



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



**RATINGS/SHARES OF PRIME-TIME NETWORK PROGRAMS FOR THE WEEK OF SEPT. 11 TO SEPT. 17**

1. Roseanne	ABC	25.9/40	(t) NBC Monday Night Movies	NBC	14.0/23	(t) Newhart Special	CBS	11.5/18	(t) Quantum Leap Special	NBC	8.6/15
2. Chicken Soup	ABC	21.8/34	19. Full House	ABC	13.8/28	36. Matlock	NBC	11.3/19	53. Magical World of Disney	NBC	8.2/15
3. Miss America Pageant	NBC	20.0/41	(t) Movie of the Week, Tues.	NBC	13.8/23	37. Night Court	NBC	11.2/18	54. Prime Time Live	ABC	7.8/15
4. Golden Girls	NBC	19.5/36	21. Unsolved Mysteries	NBC	13.7/23	38. Mon. Night Foot. Anniv. Spec.	ABC	11.1/19	(t) NBC Movie of the Week, Fri.	NBC	7.8/15
5. Sister Kate Special	NBC	19.1/36	22. Empty Nest	NBC	13.6/26	39. Rescue 911	CBS	10.9/18	56. ABC Mystery Movie	ABC	7.6/14
6. 60 Minutes	CBS	18.8/33	23. 48 Hours	CBS	13.4/24	40. Family Ties	NBC	10.8/18	57. CBS Tuesday Movie	CBS	6.9/11
7. NFL Monday Night Football	ABC	17.8/32	24. Murphy Brown	CBS	13.3/21	41. Kate & Allie	CBS	10.5/18	58. Mr. Belvedere	ABC	6.8/14
8. The Cosby Show	NBC	17.4/31	25. Just the Ten of Us Special	ABC	13.1/21	42. NBC Sunday Night Movie	NBC	10.4/17	59. Incredible Sunday	ABC	6.7/12
9. Cheers	NBC	17.3/29	(t) L.A. Law	NBC	13.1/25	43. Newhart	CBS	10.3/19	(t) Great Adventures/Quests	CBS	6.7/14
10. Life Goes On Special	ABC	17.2/29	27. Life Goes On Special	ABC	12.8/24	44. CBS Friday Movie	CBS	10.2/20	61. ABC News Special	ABC	6.6/11
11. A Different World	NBC	16.4/28	(t) Hogan Family	NBC	12.8/21	(t) Designing Women Special	CBS	10.2/17	(t) Fall Preview Special	ABC	6.6/13
12. The Wonder Years	ABC	15.8/25	29. Golden Girls Special	NBC	12.4/25	46. ABC Sunday Night Movie	ABC	9.7/16	63. Homeroom Special	ABC	6.4/12
13. CBS Premiere Preview	CBS	15.5/25	30. ALF	NBC	12.2/21	47. Paradise	CBS	9.3/18	64. Yesterday, Today Spec.	NBC	6.1/12
14. Growing Pains	ABC	14.9/26	31. ABC's Comedy Sneak Peek	ABC	12.1/20	48. United Way Message	NBC	9.1/19	65. CBS Special Movie, Sat.	CBS	5.9/11
(t) FM Special	NBC	14.9/25	32. CBS Sunday Movie	CBS	11.7/21	49. Koppel Report	ABC	8.8/16	66. United Way Message	CBS	5.3/10
16. Who's the Boss?	ABC	14.8/25	33. 20/20	ABC	11.5/22	50. 60 Minutes: Retrospective	CBS	8.7/15			
17. Wolf Special	CBS	14.0/24	(t) Designing Women	CBS	11.5/19	51. Mission: Impossible	ABC	8.6/15			

## BRIEFLY NOTED

## Broadcast TV

**Stuart Powell** has been named vice president and general manager of Fox Television Stations-owned WFLD-TV in Chicago, replacing Cary Jones, who left the station. Most recently, Mr. Powell was vice president and general manager of Fox affiliate KNXV-TV in Phoenix.

## Cable TV

**Turner Broadcasting System** has made minor changes in a plan to refinance its debt that was filed Aug. 25 with the Securities and Exchange Commission. The company said the changes "reflect a modification in the proposed mix of securities and bank financing" TBS plans to use to repay debts.

**Jones Intercable** reported a net loss for fiscal 1989 of \$24.3 million compared with a net income of \$29.3 million in 1988. The loss was a result of increased depreciation, amortization and interest expenses relating to the purchase of about \$310 million of cable properties in fiscal 1988 and 1989.

Fitness expert **Jake Steinfeld** has entered into a multi-project agreement with The Family Channel. This month, The Family Channel will tape the pilot for "Big Brother Jake," a half-hour sitcom. In addition, 25 30-second mini-segments featuring Mr. Steinfeld have been added to the channel's lineup.

## Radio

A federal appeals court in Washington has sent back to the FCC a controversial new set of rules under which the agency would **ban indecency from the airwaves** around the clock. The FCC had requested the remand to try to shore up its justification for the regulation, which was required by a recent law. Broadcasters and others are challenging the constitutionality of the provision in the courts. The appellate court's stay of the regulation will remain in effect, pending a decision on the measure's constitutionality.

## Syndication

**Qintex Entertainment** has cleared its "Tuff Trax," a weekly series featuring monster trucks and tractors in 75 markets. Takers include WNYW-TV, New York; KITT, Los Angeles; WPWR-TV, Chicago; and WGBS-TV, Philadelphia.

**Pat Finn**, weatherman at KRON-TV in San Francisco, has been named host of "The Joker's Wild." Orbis Communications is developing the game show for the 1990-91 season.

## Other

The FCC made "inaccurate and misleading representations" about the **syndicated exclusivity rules**, United Video charged in court documents last week. Joined by Tribune Broadcasting Co. and the Community Antenna Television Association, United contradicted FCC assertions in federal appeals court that the cable industry has the equipment to comply with the syndicated exclusivity rules. A court argument is scheduled for Oct. 16.

The executive committee of the **NAB** has agreed to sound out its membership on a proposal to adopt voluntary programming guidelines. FCC Chairman Al Sikes formally asked the association to consider composing guidelines regulating sexual and other content. #



**SHERRIE MARSHALL**  
Commissioner and ex-partner



**BOB PETTIT**  
FCC counsel and former partner



**ROY STEWART**  
First big promotion under Wiley



**JAMES QUELLO**  
Commissioner and close friend

# Sitting in the seat of power

## Wiley's influence expands beyond FCC years

(Continued from Page 1)

communications world—including high-level congressional aides—could be seen stopping by to glad-hand with the two regulatory powers-to-be.

And while they were at it, they invariably also said hello to the owner of the private box, Dick Wiley.

To those in the know in the nation's capital, seeing Richard E. Wiley near the seat of communications power is hardly a surprise.

The 54-year-old lawyer, himself a former FCC chairman, presides over what is probably the country's most formidable communications law firm here, Wiley, Rein & Fielding.

Mr. Wiley founded the firm in 1983, six years after leaving the FCC.

The firm's clients today include such industry giants as CBS Inc., The Walt Disney Co. and GTE Corp., to name but a few.

And the FCC is dotted with people whose careers have crossed paths with Mr. Wiley's.

Ms. Marshall, now a Republican FCC commissioner, and the FCC's general counsel, Bob Pettit, are former partners in Mr. Wiley's firm; and Ms. Marshall's legal adviser, Peter Ross, is a former associate at the same firm.

Roy Stewart, chief of the FCC's mass media bureau, got his first big promotion under the Wiley FCC; Rod Porter, the mass media bureau deputy chief, was a top legal adviser to Mr. Wiley at the FCC; Commissioner James Quello is a close personal friend.

Such connections, and the access they invariably provide Mr. Wiley, have prompted some around the FCC to refer to Mr. Wiley only half-jokingly as "chairman for life."

In a more critical vein, some competitors charge that the agency has become a "Wiley FCC."

But Mr. Wiley's influence extends beyond and above the FCC.

Among those Capitol Hill heavyweights who speak highly of him are Sen. Ernest Hollings, D-S.C., and Rep. John Dingell, D-Mich., leaders of the powerful congressional committees that oversee the broadcasting, cable and telephone industries.

"If there is a single most powerful person when it comes to communications in this town, it's Dick Wiley," concludes Jim McKinney, a former high-level FCC official who now chairs the Advanced Television Systems Committee.

Adds Mark Fowler, a former FCC chairman who now works for the Washington law firm of Latham & Watkins, "He is undoubtedly one of the most successful communications attorneys anywhere in the world."

"He just sort of knows everybody," says Henry Rivera, a former Democratic FCC commissioner who is now a partner in the law firm Dow, Lohnes & Albertson here.

His connections cut both ways: Just last week his firm snagged a prominent CBS executive, Donald Wear, who has headed CBS Broadcast International for the past three years.

Mr. Wear, who will leave CBS at the end of the year, is actually coming full circle: In the mid-1970s, he was a top legal adviser to Mr. Wiley at the FCC.

Mr. Wiley, who also heads a prestigious

FCC advisory committee that's supposed to recommend a standard for high-definition television, downplays the significance of his reputed political connections.

"I think this issue of influence is overrated because my experience tells me the issues at the FCC are decided on the merits, and that's the way I think it should be," he says.

Those close to Mr. Wiley at the agency add that the former chairman, who also plays a prominent role in the communications bar association, doesn't abuse his position.

"He'll go out of his way not to put an arm on me," says Commissioner Quello.

Still, some well-placed observers say that, because of Mr. Wiley's contacts at the commission, a Wiley FCC visit or a Wiley petition is apt to make a deeper impression than a similar plea from a competitor.

"That's not fair, but that's the way it goes," says Henry Geller, director of the watchdog Washington Center for Public Policy

**'If there is a single most powerful person when it comes to communications in this town, it's Dick Wiley.'**

— Jim McKinney  
Advanced TV Systems Committee

Research, which rents office space from Mr. Wiley's law firm.

How Mr. Wiley got so plugged-in at the FCC is no mystery, says Andrew Schwartzman, executive director of the watchdog Media Access Project.

"He has achieved his astounding influence the old-fashioned way: on the up and up, which is by working very hard," Mr. Schwartzman says.

Indeed, Mr. Wiley, by most accounts, has been burning the midnight oil to get ahead since he first launched his communications career at the FCC in 1970, during the Nixon administration.

During his tenure at the agency, which saw him promoted first to commissioner and then to chairman, Mr. Wiley, according to sources, made it a habit to get to know as many players in the industry as he could.

Since then, he also has made it a point to show up at every reception and industry function that he can.

In addition, he stumps on the speaking circuit as often as possible, which gives him the sort of name recognition that's the envy of his competitors.

"He's omnipresent," says outgoing Democratic FCC Commissioner Patricia Dennis. "He works very hard at being everywhere."

More important, perhaps, is that over the years, he has also made it a point to help luminaries in communications circles, and the industry's rising stars, find jobs in government and in the private sector.

Sometimes he goes to extraordinary lengths to do so.

For instance, when former FCC Commissioner Mimi Weyforth Dawson, a non-lawyer, was out in the job market, Mr. Wiley took her on as a government relations strategist for his law firm.

Mr. Wiley has also been instrumental in recommending candidates for FCC positions and other government posts. Those efforts aren't soon forgotten by the recommendees.

Former FCC Commissioner Rivera, who served at the agency during the early years of the Reagan administration, says Mr. Wiley coached his own job-hunting efforts, then referred some clients to help him launch his new communications law practice.

"He's aces with me, I'll tell you," says Mr. Rivera.

According to Gene Cowen, a vice president for Capital Cities/ABC, Mr. Rivera is not alone in his gratitude.

Mr. Wiley, he says, "cultivates a huge alum association, which stands him in good stead."

Says Mr. Wiley, modestly, "I try to help people job-wise, and I enjoy doing it."

Success, prosperity and praise don't appear to have persuaded Mr. Wiley to let up. Even today, his social life appears to revolve relentlessly around federal regulators.

His Saturday tennis foursomes at his exclusive private country club in nearby Arlington, Va., have included FCC Chairman Sikes, FCC Commissioner Quello and, occasionally, Supreme Court Justice Antonin Scalia.

In a way, Mr. Wiley, who drives a sporty green Jaguar XJ6, also has become a bit of an industry guru, and his advice is sought out, even by some of the industry's other leading players.

Preston Padden, president of the Association of Independent Television Stations, says he sought Mr. Wiley's counsel before delivering what he perceived to be a particularly potent speech.

With Mr. Wiley's OK, Mr. Padden recalls, "I felt much more confident about what I was going to say."

As for Mr. Wiley's critics, most appear to work at rival law firms. They charge, always on the condition that they not be identified, that the former chairman is a tireless self-promoter who trades on the tidbits he picks up from his insider connections.

Mr. Wiley rejects those criticisms, saying, "I try to treat people the way I'd like them to treat me. That sounds Pollyannaish, but that's the way I am."

The son of a Chicago-area businessman, Mr. Wiley, who holds law degrees from Northwestern and Georgetown universities, started at the FCC as the agency's general counsel in 1970. By 1972, he was promoted to commissioner. Two years later, he was promoted to the FCC chairmanship.

He left the FCC in 1977 to become managing partner of the Washington office of the influential Chicago law firm Kirkland & Ellis. In 1983, he launched his own firm, which now employs about 100 attorneys.

"The biggest asset I have is I have a lot of energy, and I like what I'm doing," Mr. Wiley says. "I liked the people at the FCC when I was there, and I still feel that way. So it's a labor of love going over there." #

# Paramount, MCA set Premier barter alliance

(Continued from Page 3)

addition to the returning weekly series "Star Trek: The Next Generation," "War of the Worlds" and "Friday the 13th: The Series."

The distributor's first-run movie packages will be represented by Premier Advertiser Sales, but the Paramount strip "Entertainment Tonight" and its weekend edition will continue to be represented by Television Program Enterprises.

MCA TV, which had not been in a barter alliance until now, brings its new first-run strip "Inside Report" and the new weekly series "Lassie," plus the returning series "My Secret Identity," "The Munsters Today," "Charles in Charge" and "Out of This World."

Advertising time in "Charles in Charge" had been sold by Tribune Entertainment.

Premier will also represent MCA TV's "Universal Pictures Debut Network" movie packages.

Mr. Schwab said he believed that after Premier Advertiser Sales, Camelot Entertainment Sales is probably the biggest barter alliance.

Camelot mainly represents King World Productions and Buena Vista Television product.

Other major barter alliances include TV Horizons, which mainly represents LBS Communications and Twentieth Century Fox Television product; Group W Productions Media Sales, which represents product from Genesis Entertainment, DLT Entertainment and Viacom Enterprises, among others; and Tribune Entertainment, which represents its own fare and that of Quintex Entertainment, Claster Television and others.



Premier Advertiser Sales will represent Paramount Domestic TV's action-adventure fare, including "Friday the 13th: The Series."

Television Program Enterprises represents its own product plus that of Republic Pictures, Genesis and Paramount's "Entertainment Tonight" and "Entertainment This Week," plus others; All American Television represents its own product plus that of New World Television and MG/Perin; and GTG Entertainment/Multi-

media Entertainment represent their product together.

Some companies involved in those barter alliances handle the barter time for some of their own product as well.

Warner Bros. Domestic Television Distribution, the other major player in first-run syndication, handles all of its own barter. #

# Syndicators try boosting local series support

(Continued from Page 3)

premiums and gives them the chance to win a butler for a week.

So far, of the 28 top-50 stations premiering the show this fall, 25 are involved in the fan club promotion.

"It's marketing to a very specific audience that we think is going to make the show a success," says Fox's Mr. Bierman.

Of the impetus behind the effort—a twist on just providing cash in a traditional co-op arrangement—Mr. Bierman says, "Dollars (in co-op) aren't necessarily going to produce ratings for a certain show.

"Kids don't read 'TV Guide' and they don't necessarily listen to the radio," he says.

For the launch of "Growing Pains," Warner Bros. took the unique step of supplying stations with a set of public service announcements with an anti-alcohol-abuse message.

It also screened the spots with focus groups and then adapted them according to the groups' input.

"Before we did any promotion on 'Growing Pains,' we went out and did a large amount of marketing research," says Jim Moloshok, senior vice president of creative services for Warner Bros. Domestic Television Distribution.

By testing the spots, he feels more confident that the finished campaign will be effective in promoting certain elements of the show and helping the stations with their promotions as well.

"We had to show them how to best promote the show," says Yelena Lazovich, Warner's vice president of creative services.

The Warner executives say one advantage of their campaign is that all of its promotion work is done in-house, whereas CPT's "Who's the Boss?" campaign was done by an outside company.

"We service them (stations) throughout the year," Ms. Lazovich says. "Once we launch the show, that's not the end of it."

Of the three campaigns, promotion officials at stations were most laudatory of CPT's efforts for "Who's the Boss?"

Judy Horan, promotion director at WOWT-TV, the NBC affiliate in Omaha, Neb., that bought "Boss," says the campaign for that show was "more complete" than others she's worked with.

She said CPT's early planning of the campaign and gradual rollout over several stages made it work.

CPT's effort began at the National Association of Television Program Executives convention in January, when CPT announced that it had signed promotion wizard Steve Sohmer.

Then CPT detailed the actual campaign at a presentation at the Broadcast Promotion and Marketing Executives convention in Detroit in June, with "Boss" star Tony Danza participating.

Shortly after that, CPT put a three-stage, nine-week rollout into effect.

"It is really a landmark campaign," says John O'Laughlin, promotion manager at WTTV, the independent station in Indianapolis that bought "Boss."

Micki Byrnes, director of marketing at KTVU-TV, the independent in San Francisco that bought the sitcom, says, "It's gotten the biggest chunk of my on-air (promotional time), and the big reason for that fact is that they had their act together."

"I've done this a long time, and this is the most organized rollout I've seen," she adds.

Mr. Thurston says "Boss" probably would be a success in syndication even without the campaign.

"But we wanted to ensure that the show would work," he says. "I'm concerned about the next show we sell, and I'm concerned about the renewals of 'Who's the Boss?'"

Even with the growing sophistication of such efforts, station executives have some suggestions of how campaigns for off-network comedies could be improved.

They'd like to get more generic on-air TV spots, more raw video footage to use to customize spots and more stills or negatives so they can distribute more publicity photos to local newspapers. #

# CBS develops year-round program development plan

(Continued from Page 4)

ter plan, an idea that was circulated to producers last month.

CBS officially unveiled the plan at a 40-minute morning meeting on Sept. 20 with about 70 producers representing the major studios and the independent companies. Later that day, CBS met with talent agents.

But until the plan is under way, producers and CBS officials admit that there are many unknown factors regarding how certain aspects will work, including the following points:

- It is possible that a year-round production setup may prompt the networks to order more original fare for summer, since producers say they may be willing to negotiate lower license fees to make summer programming if the arrangements will enable them to stay in business throughout the year.

- Producers are curious about what effect, if any, the CBS plan will have on the length of series commitments—the number of episodes ordered.

"There was a question about how you're (CBS is) going to handle se-

ries commitments," Mr. LeMasters continued, "and, frankly, we don't know at this point. I think that's something we'll explore as we go," he said.

- Talent is generally placed "on hold" for standard periods to keep people tied to a project while a pilot is reviewed by the network. Such

agreements will likely have to be reworked as a result of the CBS plan.

- CBS may find itself at a disadvantage in the spring when creating its fall schedule. "It is possible that we will have less pilots to choose from," Mr. LeMasters acknowledged. #

# Wear leaving CBS

(Continued from Page 4)

More recently, Marie Komodikas, CBI's director of international sales, went to ABC Distribution as vice president of international TV sales.

Industry sources said CBS Entertainment and CBS News executives were lobbying to distribute their own product overseas and suggesting that CBI was bungling the job.

Industry sources also said they believed some CBI staffers were unhappy with the network's overall strategy overseas.

Mr. Wear refuted those reports, saying they were "the rumblings of a few malcontents."

George Schweitzer, senior vice

president of the CBS Broadcast Group, said CBS has no intention of letting either the entertainment or news divisions syndicate their own shows overseas.

Mr. Wear said CBI has grown dramatically over the past three years under his leadership.

This year, on revenues of \$50 million, CBI will net \$40 million, compared to three years ago when the division only netted \$3 million on \$20 million in revenue.

While his replacement has not yet been named, Mr. Wear said it appeared that Rainier Siek, vice president of sales and marketing for CBI, was the most likely candidate. #

# Broadcaster arrested for money laundering

(Continued from Page 4)

or other holdings were used to launder illicit funds.

A federal grand jury eventually will hear the evidence and charges brought against Mr. Brumlik.

Mr. Brumlik was arrested Sept. 15 while involved in a transaction that was part of a two-month reverse sting operation, according to Doyle Jourdan, a special detective assigned to the case for the Florida Department of Law Enforcement.

Mr. Jourdan said Mr. Brumlik boasted to undercover agents that he has laundered more than

\$50 million in profits.

Mr. Brumlik allegedly accepted a \$1 million payment from a police informant posing as a middleman who wanted to invest profits from Columbian drug-dealing associates.

Florida attorney Michael Snure last week was quoted as saying that the charges against his client, Mr. Brumlik, "are obviously the result of a cooperating informant setup."

However, that was before Mr. Snure withdrew from the case. Mr. Brumlik and his new attorney, James Russ, declined comment. #



# INTV, NAB battle N.Y. cable station

(Continued from Page 1)

dual revenue streams of advertising dollars and subscriber fees would give cable operators a larger pool of money to use in bidding for programming.

In its protest, the NAB wrote to Sen. Daniel Inouye, D-Hawaii, chairman of the Senate communications subcommittee, urging him to take a close look at the Rochester situation during upcoming subcommittee hearings focusing on cable regulation.

Citing the fact that cable systems are no longer required to carry TV stations, NAB President and Chief Executive Officer Eddie Fritts said the situation is an example of how cable can exert "monopolistic, gatekeeper control" over the local TV marketplace. He urged Congress to consider regulating cable as a common carrier, like phone companies.

Late Friday, Time Warner responded to the charges point by point in a letter to Congress from Joe Collins, chairman and chief executive officer of the Time Warner Cable Group.

Mr. Collins said the primary purpose of creating WGRC was the coming reimposition of the syndicated exclusivity rules.

"The FCC advised cable systems in this situation to go out and purchase their own syndicated programming in order to increase the di-

## The cable "station's" weekday schedule

Morning	Afternoon	Evening
6:00 I Dream of Jeannie	Noon Divorce Court	7:00 Hunter
6:30 Bewitched	12:30 The Judge	8:00 Prime Movie
7:00 Yogi Bear	1:00 Quincy	10:00 Airwolf
7:30 Flintstones	2:00 Divorce Court	11:00 Love Connection
8:00 Smurfs	2:30 The Judge	11:30 Rockford Files
8:30 Funhouse	3:00 Smurfs	12:30 After Hours
9:00 I Dream of Jeannie	3:30 Woody Woodpecker	
9:30 Bewitched	4:00 Funhouse	
10:00 Big Valley	4:30 Batman	
11:00 The Last Word	5:00 Knight Rider	
11:30 3rd Degree	6:00 A-Team	

versity of choices for consumers," wrote Mr. Collins.

"Broadcasters were the chief advocates of the syndex rules, and it is ironic that we are now attacked for doing exactly what the FCC had in mind when it adopted the rules."

John Orr, general manager of the cable station, also argued that INTV's fears that the cable system would bump TV stations from favorable channel positions were unfounded.

The system "has no intention of moving anybody. Everybody remains right where they are."

In Rochester itself, managers at several of the market's local stations say they don't see the new programming service as a serious competitive

threat.

Arnold Klinsky, vice president and general manager of NBC affiliate WHEC-TV in Rochester, points out that other cable services available in the market haven't been "serious competitors for viewership."

"The key point is their system carries WWOR, WPIX, WTBS and services like that and none of those have been serious competitors for viewership in our market," Mr. Klinsky says.

He admitted, though, that when "ALF" and "Perfect Strangers" premiere in syndication on WGRC in fall 1990, the new cable station will then have two shows that could perform respectably in the ratings.

"Next year, when they get some of

the Warner product, they'll have better programming," he says. "But two or three good programs does not a station make."

Thomas Kenney, vice president and general manager of CBS affiliate WROC-TV in Rochester, says that with its on-air graphics, station identifications and commercial breaks, WGRC "looks exactly like an independent."

But Mr. Kenney also says he is not concerned about the new competition.

"I don't see this working because in the end they won't have ratings to sell to advertisers," Mr. Kenney says.

Another critique comes from the president of Blade Cablevision in Toledo, Ohio, who says the Rochester system is making a mistake in positioning itself as a serious competitor to the area's broadcast stations.

Blade Cablevision has been programming local-origination Channel 5 on its Toledo cable system since Aug. 7 with seven hours of daily evergreen TV series such as "The Beverly Hillbillies," "The Andy Griffith Show" and "The Dick Van Dyke Show."

Referring to itself as ToledoVision 5 and TV5: Very Independent Television, the Toledo cable station "is not really competing" with Rochester's broadcast television

stations, says Blade President Allan Block.

Since Blade Cablevision reaches only 27 percent of the Toledo market's TV homes and since ToledoVision 5 carries syndicated shows that no other station in the market wanted to buy, Mr. Block acknowledges that his cable station isn't a serious competitor to Toledo TV stations.

"We're not going to try to compete because we know how ridiculous that is," Mr. Block says. "We're taking the shows no one wants in Toledo."

He says Blade Cablevision launched ToledoVision 5 to enhance the cable system's appeal to subscribers.

In the process, the cable system also hopes to make a modest profit from advertising sales, says Mr. Block, who projects earnings in the station's first year to amount to \$200,000.

Mr. Block says he feels WGRC's competitive challenge to the broadcast stations in Rochester, as well as INTV's vocal opposition to WGRC, could threaten the close relationships that many local cable television systems and broadcast stations are developing in other markets.

Meanwhile, INTV is preparing to submit an FCC filing at the end of this month that will complain further about WGRC-TV. #

# Networks off to strong start in new season

(Continued from Page 1)

The network's lineup of six comedies averaged a 15.4 Nielsen Media Research rating (percentage of TV households) and a 24 share (percentage of sets in use) to beat NBC's 15.3/24 and ABC's 14.9/23.

But on that night, ABC, CBS and

NBC combined were only able to improve their share of the audience 6 percent from the week before, earning a 72 cumulative share, up from a 68.

FBC's new Monday night programming, featuring "21 Jump Street" and the two-hour premiere

of "Alien Nation," siphoned viewers from the networks by earning a 7.3/12 from 8 p.m. to 11 p.m. (ET).

CBS's "Murphy Brown" earned its best ratings ever with a 17/26, and the new series "Major Dad" dominated the 8 p.m. anchor slot with a 16.2/26.

NBC's "ALF," a usual time-period winner, came in second at 8 p.m. with a 14.3/23.

CBS's new series "The People Next Door" won its 8:30 p.m. time period with a 14.6/23, beating NBC's "The Hogan Family," which had a 14.0/22, and the first half-hour of ABC's "MacGyver," which scored a 10.4/17.

On Tuesday, the three networks' cumulative share rose 15 percent to a 76 from a 66 the week before. ABC won the night, NBC placed second and CBS came in third.

On Wednesday, the networks' cumulative share rose 17 percent to 70 from 60 the week before. NBC won the night, ABC placed second and CBS placed third.

Despite FBC's siphoning effect on Monday night, network officials last week were crediting their geared-up promotional efforts, such as CBS's K mart promotion and NBC's link with Sears, Roebuck & Co., for renewing viewers' desire to tune into the networks.

**'We've been tracking it for the last three weeks, and it's back to 1983-84 (levels) in terms of viewer interest in new programming.'**

—David Poltrack  
senior vice president of planning  
and research, CBS

## AT PRESS TIME CONTINUED

has been on the block for nine months.

● **NEW YORK**—Lee Masters, executive vice president and general manager of MTV, suddenly resigned last week. MTV officials declined comment on the reasons for his resignation. Mr. Masters joined MTV Networks as general manager of VH-1 in 1986.

● **NEW YORK**—King World Productions is close to signing former "Good Morning America" producer Susan Winston to develop a first-run talk show strip for the 1990-91 season.

● **NEW YORK**—"Today" co-anchor Jane Pauley met with NBC executives last week to discuss her future. Unconfirmed reports have suggested Ms. Pauley is unhappy and is currently talking with CBS. Meanwhile, David Nuell, executive producer of "Entertainment Tonight," will leave the show at the end of November to rejoin NBC as senior executive producer for "Today."

● **WASHINGTON**—At the FCC's first public meeting under the chairmanship of Al Sikes this Friday, the agency is slated to announce a tough new warning that **broadcasters convicted of drug trafficking could lose their licenses.**

● **ST. LOUIS**—After only 1½ weeks on the air, "Trial by Jury," a Viacom Enterprises first-run strip, was moved out of access to 10:30 a.m. by Viacom Broadcasting-owned KMOV-TV here. The station replaced "Trial" in access with "Family Feud."

● **LOS ANGELES**—MCA TV said Friday it has secured a group deal with Fox Television Stations to launch the new first-run sitcom "What a Dummy" for early fringe and prime access in fall 1990.

● **LOS ANGELES**—Fox Inc. on Thursday announced that it has formed a **new production entity** called Fox Television Stations Productions, which will develop and produce programming for the Fox-owned stations and FBC, plus other TV outlets. Stephen Chao, former vice president of development for Fox TV Stations, was named executive vice president of the new unit.

● **NEW YORK**—David Hawthorne, a CBS producer on his way to cover Hurricane Hugo, helped two fellow passengers with small children escape last week's **USAir jet crash** here before returning to the wreckage to retrieve his cellular phone for a live broadcast. "My first instinct . . . was to get out of there," he told The Associated Press. #

# Britain's TVS plans measures to counter losses from MTM

(Continued from Page 2)

"I think it must be noted that TVS is extremely robust with considerable cash reserves in the bank and is totally behind MTM."

Mr. Gatward also expressed confidence in the appointment of a new but as-yet-unnamed syndication manager at MTM following the departure of Joe Indelli after an MTM board meeting in August.

"We have made a change in the head of the division, and I believe the new man is the right choice," Mr. Gatward said.

"He is a recognized figure and has a fine pedigree in the business. Once his feet are under the table, I want

to sit down with him and discuss our strategy for the coming year."

Mr. Indelli, who earlier had described his departure as amicable, could not be reached at press time.

Mr. Gatward said that if research was correct, the broadcast economy would see an upswing in about a year and "full recovery" within 2½ years.

"If we're looking at the time scale for recovery, then I'm satisfied the move (to buy MTM) we made last year is as strategically sound as it was then," he said.

"The board and principal shareholders are fully committed to the strategy and have totally backed me in what we are doing." #

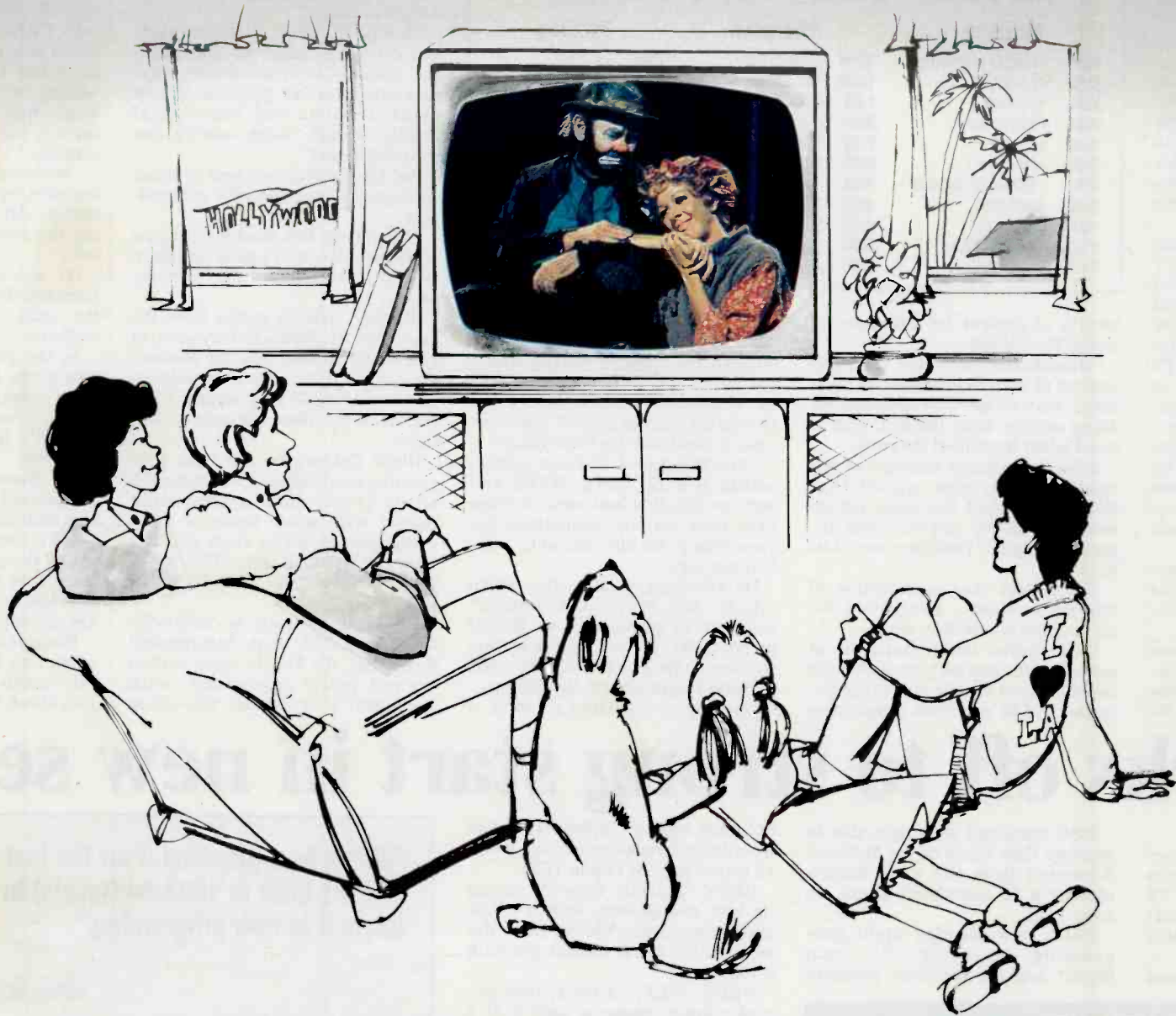
helped increase viewer sampling, but ultimately the quality of the programs will decide the fate of the network's new schedules.

"It's a matter of coming up with the program that will turn things around," said Mr. Sohmer, who's now president and chief operating officer of the TV production company Nelson Television and executive producer of NBC's new series "Mancuso FBI."

He pointed to CBS's performance on Monday, Sept. 18, as evidence of what strong new programming can do, citing the fact that two of the network's new comedies won their time periods and helped propel CBS to a win that night.

"You've got to say what CBS is doing on Monday night worked," said Mr. Sohmer. "They stole the night." #

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Source: A.C. Nielsen, Cassandra and V.I.P.  
Los Angeles Market, July 1989  
1 KHJ-TV, M-F, 9:30-10 PM, July '89  
2 In 000's vs. July '88 KHJ-TV, M-F, 9:30-10 PM  
3 % of Total Adults for M-F, 9:30-10 PM, July '89  
4 In 000's vs. KHJ-TV, M-F, 9:00-11:00 PM, July '89  
5 In 000's vs. 9:00 PM News, July '89