

# RADIO PUB AFFAIRS KICKS UP ITS HEELS

## Chevy Honchos Images Confab In Monte Carlo

Paris, Sept. 11.

Entertainment industry market organizer Bernard Chevy moves along the Côte d'Azur from Cannes to Monte Carlo next February — not to the Monte Carlo television and feature film market (a rival event to Chevy's April MIP-TV in Cannes) — but to run the New Images forum that precedes the Monte Carlo TV bazaar.

Chevy was named last week as general delegate of the fourth new images and computer graphics forum. Meanwhile, it was announced that his predecessor in Monte Carlo, Michel Debord, will organize a similar event in Paris March 10-17, in the context of the annual Son et Image exhibition. It will be called Parisgraph '85.

The Monte Carlo New Images Forum is scheduled Feb. 5-8. The competitive TV festival runs Feb. 9-16. And the program and feature film market, organized by André Asseo, will be held Feb. 11-16.

Chevy agreed that his arrival in Monte Carlo would provoke surprise, but pointed out that two clear days separated the New Images forum from the TV program mart. "Before accepting the Monte Carlo assignment, I informed the municipal authorities in Cannes, by courtesy, of the approach. I accepted after having received word from the mayor of Cannes, Mme. Anne-Marie Dupuy, that there was no objection," he said.

Chevy said he planned to bring a festival aspect to the forum, with a jury choosing the best new image of 1984. Stands would be grouped around the conference hall in the Monte Carlo congress center, but booths would not be rented to commercial participants — they would be reserved for demonstrations of materials and methods that are featured in the conference discussions.

Chevy was named to the Monte Carlo post by the committee of the international TV festival and the Institut National de la Communication Audiovisuelle, which has been associated with the event in past years. The annual events he organizes in Cannes include MIP-TV, the Midem record and music publishing mart, and Vidcom.

## CBS Radio Blends AM/FM Sales Reps, Promotes Kiernan

CBS Radio has decided to link its AM and FM rep operations under the banner CBS Radio Spot Sales, and promoted Edward Kiernan to head up the new unit.

Kiernan had been running the AM national sales unit, which has been profitable for years. So the promotion's a nice pat on the back for a job well done.

The FM spot sales operation, however, has been a disaster; and so its head, Eli Kaufman, has been shown the door. He's been with the company some 27 years, so should get the golden handshake.

Kiernan will report to Bob Hosking, president of CBS Radio.

## DEREGULATION SPURS NEW FORMATS

By KEVIN GOLDMAN

Public affairs broadcasts on radio, once a pesky FCC license renewal requirement usually delegated to weekend overnight hours, are undergoing perhaps their first redefinition in format and presentation in the medium's history.

This comes at a time when the programs are also being repositioned in the broadcast day in the wake of the continuing FCC deregulation of the industry.

As broadcasters say they have become more comfortable with the relatively new feeling of hands-off by Big Brother at the FCC, there has emerged new, experimental public affairs programs and a trend to move away from the age-old traditional community leader or politician talking to a minute audience in the middle of the night.

However, these programmers quickly added that pubaffairs broadcasts remain on the air because even though the FCC has indeed eased up on the formerly stringent regulations, there still exists a Federal Communications Act to which stations up for license renewal every seven years must continue to answer. The Communications Act basically requires stations to serve the community in the public interest.

That aside, programmers do not feel there has been a decline in the number of pubaffairs broadcasts. Stations are just presenting them in different ways, these programmers and broadcast execs say.

"The change came when the FCC no longer told us how much time to devote to this area," said Robert Hyland, veepee, g.m. of the CBS-FM owned stations, referring to the previous requirement of 300 minutes per week for pubaffairs and 100 minutes a week for religious programs.

"Instead of having a parade of political talking heads, we now have programs more suited for our demographics."

For the six CBS-FM owned stations with a Contemporary Hit Radio format, geared to teens and young adults, this means Sunday morning broadcasts with school-age children and discussions centering around teenage sex, health and education topics featuring a young host.

Under the old FCC ways, Hyland said, this type of format would have aired programs on Social Security, for example.

Hyland said the reason a youthful approach was not taken in the first place was because the FCC rules were very precise on what did and did not constitute public affairs.

"Now the FCC doesn't even call it that," he said. "It's now referred to as 'non-entertainment programming.'"

This type of programming has eased itself into the mainstream of the broadcast day. For example, on WBBM-FM Chicago and WCAL-FM Philadelphia, Hyland said, the stations air a one-minute feature

"From The Street," in which "everyday people" are asked a topical question during morning and afternoon drivetime.

### Tune Out

"This is the best type of program for a fast-moving music format," Hyland said. "If a lot of talk is put on, people will simply tune to the competition."

Jonathan Bell, public service director at top-rated CHR outlet WHITZ-FM New York, agrees.

"If I put an interview on with the Mayor at 3 p.m., everyone listening to this station for music will tune out and we'll be left with no audience and no one will hear the program in the first place," he said. "We provide community bulletins (which the FCC said is OK) and that fits with the format. This way we satisfy the requirement and the community gets served by hearing something they care about in a quick delivery."

A partial loser in all this, however, is the Washington-based Broadcast Group, a private company which syndicates pubaffairs programs for stations across the country.

"We used to be called The Public Affairs Broadcast Group before FCC deregulation. Does that tell you something?" asked Pegge Goertzen, prez.

Before the FCC deregulated the

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## ABC Turns To Gerber To Fix Ailing 'Jessie'

By DAVE KAUFMAN

Hollywood, Sept. 11.

An extensive salvage job on "Jessie," the new ABC-TV series starring Lindsay Wagner, will cost \$1.2-1,500,000 because of reshooting, additional production personnel and casting, insiders say.

MGM/UA TV series shuttered last month when ABC didn't like what it saw of the new product, and David Gerber was summoned to function as exec producer and correct what the network felt was wrong with the new series, which debuts Tuesday (18).

Gerber revealed changes he has made, also that he had asked the network to take the show off its schedule and preem it at midseason, to give him more time to fix it. But they refused, saying there had been so much promotion on the show they couldn't delay it, he reported.

Gerber said MGM, ABC Entertainment president Lew Erlicht and Wagner had talked to him about taking over the show, and he agreed. The network wanted an urban style in the show, hence had switched the locale from Phoenix to L.A. before he became involved, but after the change "it looked more like San Fernando Valley really," he said.

Gerber said Erlicht felt the show had too much accent on action, that he wanted more character definition, they felt Wagner was "getting lost, that there was not much good use of her." Changes along these lines are underway.

Earlier, scripts were basically cop show stories, he commented, saying he has dumped three of the scripts, new ones being written with more involvement for Wagner.

Gerber said in three days he put together a new production staff, including Stan Kallis as supervising producer and Bob Goodwin, producer.

## Radio Program Sesh Opens In L.A. With 'People' Theme

Hollywood, Sept. 11.

The National Assn. of Broadcasters/National Radio Broadcasters Assn. annual radio convention and programming conference is set to kick off in Los Angeles Sunday (16) with 120 exhibitors, 90 hospitality suites and more than 75 sessions, workshops and clinics on radio.

The show, themed "Up With Radio," will be based in the Bonaventure Hotel and begins with opening speeches by NAB prexy Edward O. Fritts and NRBA topper Bernard Mann.

Chuck Blore follows with an address on sound production, and there is entertainment by "Up With People." Panels, clinics and workshops on broadcasting law, ratings, daytimers, promotion, sales and other topics fill out the rest of the business schedule for the convention.

Also scheduled is a session update. (Continued on page 55)

## Turner's Cable Scorecard Tops July Nielsen Report

By TOM BIERBAUM

Hollywood, Sept. 11.

Most of the cable-ratings news in the July Nielsens was downbeat, but Turner Broadcasting System's Cable News Network and CNN Headline News were able to cash in with strengthened ratings that, at least in part, reflected larger audiences attracted by Democratic National Convention coverage.

For the second month in a row, TBS' superstation WTBS claimed all 10 of the month's highest rated ad-supported programs. But that station was unable to improve on its ratings levels of July 1983 and slipped to its third-lowest 7 a.m.-to-1 a.m. average of the year.

Christian Broadcasting Network's CBN Cable Network dropped to its lowest 7 a.m.-to-1 a.m. finish since last October; USA Network remained at the lowest level since February; and Lifetime failed to improve on its back-of-the-pack figures.

But CNN, which has been struggling in the ratings over the past year, surged to its best 6 a.m.-to-2 a.m. finish since March, and its second highest of the year, a 0.8 rating. CNN-HN jumped to a 0.6 rating, a 50% increase over the 0.4 it reported during its first month of measurement in June.

### Politics Helps

Though Turner Broadcasting researchers do not credit the CNN-HN increase to the convention, they say CNN definitely benefited during its coverage of the Democratic meeting.

During the four days of the convention telecasts, CNN reported a 1.7 rating in homes that receive the service, far above the overall rating for the month. And during the hours the networks were also televising the convention, CNN finished with a 2.1 rating.

The average network rating for that period was 6.1 in CNN homes. That's a 21% drop compared to what they averaged nationally in all TV homes.

The August Republican results were somewhat comparable. CNN posted a 1.3 rating during the hours of network coverage, while the average for each network was a 5.3 rating in CNN homes (down 18% compared to the national average).

In 7 a.m.-to-1 a.m. cable-ratings standings for July, the order was: WTBS, a 2.6 rating (equaling its July 1983 finish); USA Network, 1.0 (not measured last year); CBN,

0.9 (even); CNN, 0.8 (6 a.m.-to-2 a.m., up 33%); CNN-HN, 0.6 (6 a.m.-to-2 a.m., not measured last year); and Lifetime, 0.3 (not measured last year).

Three services are only measured quarterly. Their second-quarter finishes were: MTV, 1.1 (24-hour, down 8%); ESPN, 0.9 (down 18%); and Nickelodeon, 0.6 (7 a.m.-to-9 p.m., no '83 comparison available).

### Program Ratings

The 10-highest-rated ad-supported programs of the cable month, all telecast on WTBS, were: "Academy Award Theatre," a 5.2 rating; "World Championship Sports," 4.9; "Sunday Afternoon Movie," 4.7; weekend Braves baseball, 4.5; "Sunday Sports," 4.4; "Prime Movies," 4.1; prime Braves baseball, 3.9; latenight Braves baseball, 3.8; and "Saturday Afternoon Movie" and "Wild World Of Animals," (Continued on page 68)

## Caribbean Market Near A-MIP

London, Sept. 11.

Metromedia Producers Corp., Lorimar, Global TV, Goldcrest and other suppliers will be pitching their wares at a Caribbean Program Market scheduled for Nov. 13-16 at the Sonesta Beach Hotel in Key Biscayne, Fla., just in front of the A-MIP event at Miami Beach.

The CPM is a promotion of London-based Dick Blaney, bringing together broadcasters with the above and other distrib clients he reps for the region through Caribbean Program Services Ltd., which exec set up two years ago.

Among broadcasters promised for concentrated screenings at CPM are members of the Caribbean Broadcasting Union, which used to stage its own annual screening sessions until they were discontinued in 1978.

### Public Affairs On Radio

(Continued from page 49)

area of pubaffairs programs, Goertzen said, the company sent out questionnaires on who would be interested in carrying "In Depth," already heard on 300 stations.

Five hundred stations responded expressing interest. Deregulation followed and soon after all stations stopped their inquiries and the 300 stations began dropping the half-hour weekly talk program. It was cancelled less than a year ago.

"The company has had to rethink the format of public affairs shows," Goertzen said. "Not everyone is interested any longer in the longform program. So we've developed "Face Off," a daily two-minute commentary with Senators Robert Dole and Ted Kennedy which is heard on about 210 stations."

#### Losses Down

This faster-paced programming has also meant bigger dollars for the Broadcast Group. For instance, with the longform programs the company had a profit of less than \$200,000, according to Goertzen. Nowadays the company scores a \$600-700,000 profit.

One broadcasting company which is ignoring the new-found freedom provided by the FCC is NBC, which still provides the maximum requirement.

"Years down the pike, who will know how license renewal standards will be judged? We don't want anyone to tell the FCC that the NBC-owned stations did not do their part in the community," said Robert Mounty, exec veepee of the radio division.

For the most part, the type of format a radio station has dictates the amount of pubaffairs broadcast. A rock music station, for instance, will have far less than an all-news or news/talk outlet.

#### An Audible Exception

An audible exception is WBCN-FM Boston, the Hub's top rated Arbitron Album Oriented Rock station. For a staggering five hours

each week, the Infinity-owned station airs "The Boston Sunday Review," a mix of talk about politics, rock music, restaurants and films and plays.

"We're more than just a music station, we're a life-style station," said Oedipus, the p.d. "And if people tune it out, so be it."

"The show actually attracts advertisers. We can sell it," said Mel Karmazin, prez of Infinity.

While there are still pubaffairs broadcasts on radio today, albeit in different forms, there is a decline in religious programs, broadcasters said.

"As stations became more and more fragmented, there became more stations owned by religious groups," said Ellen Miller, assistant pub affairs director at WCBS-FM New York.

"So now there are fewer main stream stations with religious programs. They are heard on religious formatted stations, such as WWDJ-AM New York."

### Turner Cable Ratings

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both at 3.6.

The 10 highest-rated programs on the only regularly measured pay service, HBO, were: "Jaws 3D," a 23.3 rating; "My Tutor," 21.9; "The Survivors," 21.3; "Easy Money," 20.2; "Octopussy," 19.9; the made-for pic "Draw," 18.9; "Spring Break," 18.6; "Bad Boys," once with an 18.3 and once with a 17.6; and "Octopussy," 17.4.

HBO's 7 a.m.-to-1 a.m. July result was a 5.3 rating (down 10% compared to July 1983, and down 20% compared to July 1982). The primetime rating was an 11.4 (even with '83, and down 7% compared to '82).

Primetime finishes among the ad-supported services were: WTBS, 4.0 (even); USA, 1.4; CBN, 1.0 (up

11%); CNN, 0.8 (up 14%); and Lifetime, 0.4.

All figures represent ratings measured against only homes that receive the particular service. Measured against all U.S. tv households, those primetime standings would read: WTBS, 1.5; USA, 0.4; CBN and CNN, 0.3; and Lifetime, 0.1.

As of July, penetration rates for the different services are: ESPN, of 39% of U.S. tv homes; WTBS, 37%; CNN, 34%; USA, 30%; CBN, 29%; MTV, 27%; Nickelodeon, 24%; Lifetime, 22%.

### Greening To Graying

(Continued from page 45)

50-plus viewers.

Now, WMAQ-TV has a slightly lower (47.8%) 50-plus portion of its total 10 p.m. viewers and a modest 26% of all of the adult o&o viewers over 50 for the three network-owned stations.

WLS-TV continues to dominate the salesworthy 18-49 category as a proportion of its own audience (60.9%), but is in a virtual tie with WBBM-TV in actual numbers — 426,000 vs. 428,000 per quarter hour. WMAQ-TV trails with 262,000 18-49 viewers, but it has a high 52.1% of that desired demographic as a portion of its own audience.

What is happening in Chicago and elsewhere is that a population bulge is moving into the 50-plus area, but advertisers still think 18-49 viewers are their best customers. The ideal o&o or affil would straddle the entire 18-65 spectrum and leave the kids to the independents.

To effect this, the stations are playing a tricky game of trying to grow on one end of that spectrum without losing on the other. WLS-TV, long with a stranglehold on younger viewers, has now decided it has as many on the low end of the spectrum as its going to get and has taken out after WMAQ-TV and WBBM-TV's substantial 50-plus audiences with Drury at 5 and 10 p.m. and Kalber at 6 p.m.

On the performing side of the

news, the chance of some hot-shot young anchor stepping into a key anchor role in a major market is even more remote than it was five years ago when stations were still trying for fresh faces. Maturity and familiarity have become the overwhelmingly key criteria for frontline anchors. Kalber and Coleman were brought back to Chicago from other markets because their age groups had become the dominant demo.

Too, the new gray-at-the-side-burns tv trend appears to be a reflection of a wider national conservatism. Tough, intimidating reporters who once sold at a premium are now being hired at a discount. Specials and documentaries that use to deal with the wrongdoings of persons are now being replaced by high-minded analyses of trends and ideas.

The onetime heroes and villains of real life can now be found mostly on fictional video. It is a time, for those old enough to remember the original joke, not to make waves.

### ESPN's 5th Anni

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"marquee events" like CFA and USFL for their prestige, even if the network must take a loss on some of them. (He hastened to add that CFA wasn't in that category. The schedule, he said, is about 70% sold out and the success of the first game indicates late sales will be brisk.)

While the name events cost a lot of money, he added there are still

popular ones which don't cost a lot and are out there in big numbers — like tennis and motor racing. Both these sports have followings in goodish numbers and with loyalty for their favorite games and races.

And, of course, if one wants to stay up late enough, there is always Australian Rules Football to get to know and love and even to understand.

No one at the party seemed too worried about the rumors which have been flying that Nabisco was about to buy into ESPN as a 20% partner and that it would bring Don Ohlmeyer into the picture as an adviser.

Connal has been said to be the ESPNer with the most to worry about. But, he said, "Don and I are old personal friends and the stories couldn't be farther from the truth." He left NBC, Connal said, because "Jane Pfeiffer (president at the time) was ruining the company."

He admitted he and Ohlmeyer are creative types sometimes disagreed but that his relations with the exec producer of NBC Sports were actually closer than his relation with Simmons, the man who brought him to ESPN. He had decided to leave NBC after several months of thought, he added, and when he told NBC, Ohlmeyer offered him a chance to just about write his own ticket if he would stay.

That kind of thing wouldn't have been paid much attention five years ago, but now ESPN is a big ticket broadcast operation. It's one sign of maturity and seemingly a sure bet in the corporate world.

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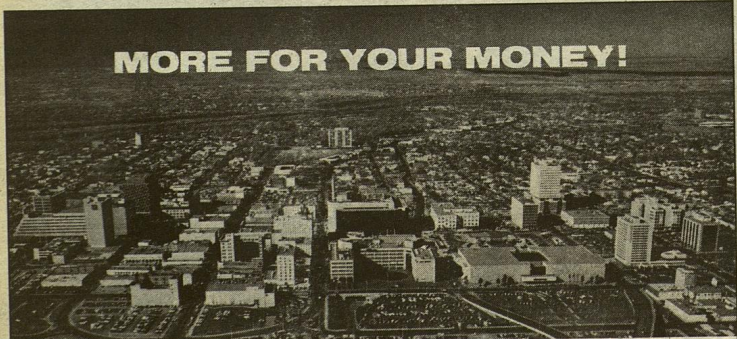
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1. Archery. Fencing, shooting and much more Keith Kelson anchors the games.  
NEWS  
MOVIE "Don't Look Now" (73) Julie Christie, Donald Sutherland. A woman has curbing visions of her dead daughter during her and her husband's stay in Venice.  
10 The Compleat Gilbert and Sullivan "Trial By Jury" and "Cox And Box"

#### Cable

(HBO) "Octopussy" (1983). Roger Moore, Maud Adams. James Bond faces unspeakable dangers and obliging women. Extravagant and funny.

5:30 CAROL BURNETT AND FRIENDS

9 MOVIE "Death Race 2000" (1975) David Carradine, Simone Griffith. In the year 2000 A.D., hit-and-run driving is a national sport in which female victims are worth ten points.

9:00 MERV GRIFFIN Guests: actress Cheryl Ladd, Southern Comfort Jazz Band, actor Michael Winslow ("Police Academy"), author Mark London ("Amazon"); also, a break dance demonstration by Shabba-Do.

10:00

1 REMINGTON STEELE WATCH LAURA EXPOSE HER BROTHER-IN-LAW NBC Adv.

2 REMINGTON STEELE. Laura, doubting her brother-in-law's fidelity, follows him to a dentist's convention and uncovers more than a case of unfaithfulness

3 News BILLY GRAHAM

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