

# TELECASTINGS

## Independent share

Millions of political advertising dollars will be up for grabs next year, and independent broadcasters want their share.

To help them get their share, the Association of Independent Television Stations and the American Association of Political Consultants are sponsoring a seminar in Washington this Wednesday (Nov. 18) to inform political time buyers about independent broadcasting. As of last Wednesday, more than 50 had signed up to attend.

The seminar begins with the rudiments. Ronald Inman, vice president-marketing, INTV, will make a presentation on consumer trends and the media's response to them. He will be followed by Sue Rynn, research director, INTV, who will profile demographically the audience of independent stations. Rounding out the morning session, Doc Schweitzer of The Campaign Group will provide his views on effective political advertising, and Bill Hamilton, Hamilton, Frederick & Schneiders, will present the results of an AAPC survey of buyers.

During the afternoon session, three broadcasters and a time-buying specialist from the Katz rep firm will discuss "Winning the Undecided Voter with Independent Television." The panelists: Kathy Baske, TVX Corp.; Cathy Egan, Katz, John Hummel, KWGN-TV Denver, and WTAJ-TV Philadelphia.

The scheduled luncheon speaker is Maurizio Povich, host-anchor of Fox Broadcasting's *A Current Affair*, a nationally syndicated public affairs program.

## Coming home to NBC

WTVJ(TV) Miami and KCNC-TV Denver have officially become NBC O&O's and will now report to the station division at the network in New York. The stations previously reported to General Electric Property Manage-

**NAB news.** The Museum of Broadcasting has approached the National Association of Broadcasters to solicit funds to help build the museum's new headquarters. NAB was asked to contribute \$100,000 for the next five years. The executive committee wants to review next year's budget before making a decision. In other association news, Ted Snider, immediate past NAB joint board chairman, who is president of Snider Corp., Little Rock, Ark., and Gert Schmidt of WTLV(TV) Jacksonville, Fla., also former joint board chairman, were named to Broadcast Education Association's board. Appointed to the Broadcast Capital Fund (BROADCASTAP) board were Lowell Paxson, president of Home Shopping Network, and BROADCASTAP President John Oxendine. HSN contributed \$100,000 to the fund earlier this year (BROADCASTING, Aug. 17). BROADCASTAP is a nonprofit organization created to help minorities enter broadcast ownership.

ment of Florida Inc. and General Electric Property Management of Colorado Inc., respectively. WTVJ(TV) is a CBS affiliate with a contract through January 1989. Both stations will continue to be represented by outside firms for national spot sales, per current contracts. The KCNC-TV deal with Katz Communications is through November 1988. The WTVJ deal with MMT Sales Inc. is through December 1988.

## Cinetex programing chairman

Lee Rich, chairman of MGM/UA Communications Co., will be the chairman of the program committee for Cinetex, an international film and television festival, scheduled for Las Vegas Sept. 23-Oct. 1, 1988. Formed by Interface Group of Companies, producer of 45 trade shows, Cinetex wants to capitalize on what it sees as a growing interrelation of the two businesses. Interface had also booked Las Vegas in 1989 for a convention.

## Watching the detectives

Hollywood production company International Creative Exchange is co-producing a weekly TV series, *Private Eyes Never Die*, with French advertising conglomerate Havas for airing on France's new independent network, M6.

Each 90-minute show is a compilation of dubbed episodes of vintage American series, *Peter Gunn* and *Mr. Lucky*, hosted by French actor Guy Marchand and intermixed with skits and 1950's newsreels. M6 airs the show twice a week and has made a 42-episode commitment.

ICE president is French-born former Disney Channel vice president, Olivier de Courson. Ron Miller, former chief executive officer of Walt Disney Co., is ICE chairman.

## Time travelers

Walter Cronkite, Ted Koppel, Phil Donahue, John Chancellor, William F. Buckley and Charlayne Hunter-Gault are among the journalists who will take viewers back in time to report on the debate over the ratification of the Constitution in 1787 and 1788. *An Empire of Reason*, a \$500,000 project of the New York Bar Foundation and the New York State Commission on Bicentennial, uses current television formats—including nightly news, *Donahue* and *Firing Line*—to present historical discussions of the Constitution from the New York perspective. Actors E.G. Marshall and Eli Wallach are featured in mock political announcements for and against the Constitution. *An Empire of Reason* is expected to be carried by the Public Broadcasting Service in early spring 1988.

## Election 1988

The public broadcasting community has raised \$1.7 million for its \$3-million PBS "Election '88" programing plan, which includes a Bill Moyers special on the presidency, convention coverage, a post-convention presidential debate analysis and a three-hour election-eve special. PBS and its stations have raised \$950,000; CPB has contributed \$750,000, and additional funding is being sought from corporations and foundations for the project administered jointly by noncommercial stations WETA-TV Washington and WGBH-TV Boston. Both stations will also produce an election-eve special. In addition to the Moyers special, *The MacNeil/Lehrer NewsHour* will cover the conventions, analyze debates and provide election-night updates, and *Frontline* will present a campaign documentary.

## EDWIN TORNBERG & COMPANY, INC.

Negotiators  
For The Purchase And Sale Of  
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011  
(202)291-8700

