

## LESSONS OF HISTORY

Looking at issues surrounding implementation of digital audio broadcasting from historical perspective may cast a different light on Commissioner Ervin Duggan's call for DAB advisory group (see page 42). Carl Eilers of Zenith and consultant Harold Kassens, both principal figures in setting of FM stereo standard 30 years ago (see page 96), worry that mechanisms no longer exist for consumer electronics industry to reach standards consensus on its own. "In FM, everybody had to be in and cooperate [within NSRC]. That was the only way it was going to get off the ground," Kassens said. Later industry groups, such as one that attempted to develop AM stereo standard, failed to garner broadcasters and system-proponent consensus. "One of the problems is that receiver manufacturers don't exist in this country anymore. They're all over in Japan or Korea. What you're trying to do is set up a U.S. standard with contributions from different countries and it just doesn't allow for a good interchange of ideas," Eilers said.

Electronics Industries Association, which represents domestic and foreign consumer electronics companies, may soon become more involved in DAB debate. Detailed position paper on issue is being written and should be released in June, said David Poisson, EIA deputy general counsel.

*Rattle* was sold to stations primarily based on two-year license term, and, sources say, Worldvision is offering stations *Jetsons* to fill time period next season. How that would affect upfront barter sales for *Wake, Rattle* is uncertain. Last Friday, however, Worldvision spokesman said no final decision had been made on show and declined further comment.

### Aim high

Museum of Television and Radio showed 'em how to do it in fund-raising terms last Thursday (April 11). Waldorf-Astoria dinner—with tables ranging from \$20,000 for benefactors to \$12,500 for patrons—grossed over \$1 million, with expenses calculated to come in around \$200,000. Formerly Museum of Broadcasting, its new building opens in New York in September.

### Bite back

Blair Entertainment has renewed its weekly *Dracula* series in 55 markets (representing 60% U.S. coverage), with firm order for 47 new episodes from producer RHI Entertainment set for next season, according to Blair spokeswoman. Although New York rep source says that half-hour weekly is averaging 2.1 season-to-date rating (NTI, ending March 24), Mike Weiser, senior vice president and general sales manager at Blair, said rate of renewals and "strong station feedback" contributed to decision to go forward with second season.

## LAS VEGAS

### Pushing 'Studs'

Michael Lambert, president of domestic syndication for Twentieth Television, whose company is one of syndicators who will have hospitality suite at Las Vegas Hilton at this week's NAB convention, said Twentieth will be making "limited" pitches on *Studs*, dating/relationship game show developed by Fox Television Stations for testing on KTTV(TV) Los Angeles (BROADCASTING, Feb. 18).

Citing *Studs'* average 11-12 share on KTTV(TV), Lambert said Fox O&O WTTG-TV Washington has added program to its 11:30 p.m. slot on weekdays and flagship WNYW-TV New York is expected to follow shortly.

## LOS ANGELES

### Agency buy

Word from programing sources is that NATPE International is close to deal selling its NATPE\*Net computer network to The Agency, Los Angeles-based broadcast promotional and marketing firm headed by Dennis Fitch. The Agency has provided promotion and press relations services to such syndicated companies as Tribune, King World and Viacom, and is said by one source to be interested in using NATPE\*Net as more effective and profitable promotional tool for syndicators. Since its introduction just over year ago, one ex-NATPE official estimated, NATPE has invested \$2 million-\$3 mil-

lion from its cash reserves, but he added that original intent has always been to spin off computer system "once it was fully up-and-running."

### Staff changes

Steven Bochco Productions's *L.A. Law* and *Doogie Howser, M.D.*, will undergo executive producer changes next season, according to Steven Bochco. David Kelley, executive producer of *L.A. Law* for past two seasons, will be replaced by Patricia Green, supervising producer. Kelley is pursuing independent project under production deal with CBS. Steven Bochco, executive producer of *Doogie Howser, M.D.* since show's debut last season, will relinquish title to current supervising producers Vic Rauseo and Linda Morris. Bochco will devote more time to *L.A. Law*, due to loss of Kelley and rash of cast changes this season, and also use additional time to work on developing next project for ABC.

### Summer run

David Sams, executive producer of CBS's recently canceled daytime strip, *Barbara DeAngelis Show*, said Kushner-Locke is in negotiations with major station group to clear defunct talk show for summer test run. If summer run is successful, Sams said national syndication launch would follow in January 1992. Sams said five of top 10 markets are included in 40% of country in which show never aired during its three-month run. Fifty-five episodes have already aired, with 70 total produced of talk show. Station groups in discussion with Kushner-Locke include Westinghouse, Cox, Hearst, Belo and Scripps-Howard.

## DENVER

### New lineups

Tele-Communications Inc. plans to notify subscribers soon of new channel lineups that will be more or less standard across company. MSO is reconfiguring lineups by June to include new Encore pay service and Fox white-area channel, in applicable markets. TCI also plans to group together expanded basic tier—TNT, ESPN, USA, AMC and regional sports services—on mid-band portion of systems to make it easier for systems to restrict access to those channels to subscribers not opting for expanded tier. List of recent TCI equity or affiliate deals include Courtroom Television Network, Comedy Television and Video Jukebox