

market for those looking for strong male demographic availabilities.

"Ratings aren't driving the market or setting prices," said Pilson. And if current conditions persist, and indications are they will, he said, "we may be flat or just slightly better" next year in both college and professional football. "There just isn't that line outside the door to purchase commercials in network sports events and if that line doesn't develop, then we have to sell it at what we can get," Pilson said. As for next year's ratings, he said, "I think we'll be hoping for a modest increase."

Part of the softness, explained Robert Blackmore, senior vice president, sales, NBC Television Network, is that advertisers targeting male demos not only have an abundance of football and other sports programming availabilities to choose from, but also a new crop of prime time programs that deliver a "dual audience." Those advertisers, he said, "are almost getting men as a bonus." Blackmore also cited the softness of certain categories that spent less in sports television this year because their own busin-

esses were less than brisk, such as computers, financial services.

Jerome Dominus, vice president, sales, CBS Television Network, acknowledged that sales for college football and the NFL "were certainly not up to expectations." He declined to quantify that, but did offer that there are signals that next year's sales will improve, with this year's ratings gains one key category. And the computer advertising category should be stronger next year. "From

what we hear," he said, players in that category will be spending more in 1986.

Meanwhile, NBC's Blackmore reports that the 1986 Super Bowl, which his network will telecast on Jan. 26 in New Orleans, sold out at \$550,000 per 30-second spot, up from last year's rate of between \$500,000 and \$525,000 per 30 when ABC broadcast its first Super Bowl. He said that at this point, 90% or more of the pre- and post-game shows had also been sold. □

Katz study finds FM stations skewing older

Adult contemporary (AC) stations on the FM band are targeting a slightly older audience today, registering a substantial rise in listening among the 35-to-44-year-old age group since 1979. That's one of the findings in a new, comprehensive radio format trend study conducted by the Katz Radio Group.

The study is based on audience measurement data for 2,449 individual radio stations in 190 Arbitron-rated markets. (Current data was taken from the spring 1985 Arbitron

survey results). "We find some major differences in age skew and weekly listening time within particular format classifications, depending on whether a station is on the AM or the FM band," said Gerry Boehme, vice president and director of research for Katz Radio, who compiled the study.

Some of the survey's other results:

■ Album-oriented-rock stations on FM are now skewing toward an older audience, with a heavier concentration on the 25-34 age

Programing with NATPE in mind

The supply of syndicated television programing is growing as producers prepare new offerings in anticipation of the annual NATPE International convention, Jan. 17-21, in New Orleans. The following are some of the most recent announcements:

■ **Orbis Communications** will be selling 65 episodes of *Macron I*, a futuristic animated adventure strip produced by Saban Productions, on a cash basis. The show will be set to a Top 40 score with the original artists perform their songs. Saban already produces another show, *Kidd Video* on NBC, which features pop music. According to Saban, the move to cash sales of the cartoon stems from the belief that stations are tired of barter. Stations will have "liberal use of the material for an extended period." The show formally debuts at NATPE.

■ **Fries Distribution** has three new programing entries for 1986—a movie package and two first run weeklies. Bob Lloyd, executive vice president of worldwide syndication, said that the company's move into first-run series production is a "natural extension" of its past work in movie production and syndication. He said the cash plus barter arrangement often insures that properties will be properly promoted because stations share the risk. Following its success with *Fries Frame 1*, a package of 27 made-for-television films that has been cleared in 85 markets, the company is set to release the 20-title *Fries Frame 2* at INTV, because of the appeal of movie packages to independents. Among titles in the package are "Do You Remember Love," "Tough Love," "Bridge Across Time," "Bitter Harvest" and the two-part "The Martian Chronicles." Among stars featured in the movie package are Rock Hudson, Ron Howard, William Devane, Bruce Dern and Lee Remick. Cash sales will be for five runs over five years, with telecasts beginning in May. Fries will also offer *Cover Story*, 26 half-hours featuring personality profiles of such stars as Michael Landon, Suzanne Somers and Morgan Brittany. Procter and Gamble underwrote the series which will be sold on a cash plus barter basis with Fries keeping one minute. The show is aimed at access and early fringe. Third, the weekly *Legacies and Legends* catches up with stars no longer in the public eye. The list of stars that will appear in the show has yet to be announced. A pilot is being shot this month, but the show will not be ready for sales until after INTV. A total of 24 shows, aimed at weekends, will be sold on a cash plus barter basis with Fries keeping one minute.

■ Along with the previously announced *Super Pay Cards*, Mizlou is offering *The Wombles*, an weekly live action children's show produced by Satori Entertainment for 1986. The show features a cast of furry creatures. Each episode will include a musical guest and guest star, such as Frank Gorshin, Abe Vigoda, Paul Williams, LaToya Jackson and Henny Youngman. The show's 26 episodes will be available on a barter basis with stations getting three-and-a-half minutes and Mizlou

getting two-and-a-half. Mizlou will also be selling *The Living Magazine*, 13 half-hours on interior design, taped in a variety of locations in association with magazines, such as *House & Garden*, *Country Liv-*



ing and *Cosmopolitan*, as well as a number of barter specials.

■ **Colex** has announced distribution of 11 Bob Hope movies, including "My Favorite Brunette" and the "Road" movies with Bing Crosby, for September 1986. The movies will be available two ways: on a "movie of the month" barter basis, with 10 minutes going for national and 14 minutes for local, and for cash for showings between October 1986 and July 1990.

■ Making its first NATPE appearance this year will be the **Consolidated Productions**, based in London and Los Angeles. Steve Walsh, director of television, said the company previously only had foreign distribution rights to co-productions, such as *Deceptions*, a mini-series made with Columbia that aired in May, and "Finnegan Begin Again," an HBO movie made with Zenith. The company will have four program offerings this year: *To Win at All Costs* is the story of the U.S.'s 132-year domination of the America's Cup which ended with Australia's win in 1983. The one-hour special will be hosted by Christopher Reeve and will be sold on a barter with an as yet undetermined split. Two broadcast windows will be available: during the elimination races, and during the finals in 1987, if the U.S. makes it. The company has three other offerings whose marketing plans have yet to be determined. *Q.E.D.*, a six-hour mini-series about an American science professor in turn-of-the-century England, starring Sam Waterson. The mini-series ran on CBS in 1982. *Circuit* is a 90-minute motor racing special that follows the crews of seven drivers, including Paul Newman, during the 1981 Can-Am series. Consolidated will also be offering a series of 12 animated hours that will be sold on a barter basis. Four of the 12 will be presented at NATPE.