

## Two-way distribution

The Center For Non-Broadcast Television will present a live, hour-and-a-half program on energy next Sunday (Dec. 9) that will be telecast to both cable systems and public television stations nationwide over two separate satellites.

The show, *Over a Barrel: Energy in the 80's*, will present a 15-minute videotape on energy problems facing the nation, followed by a panel discussion by energy experts, with viewers able to call a toll-free number to question the panelists.

The program will go to cable systems using RCA Satcom I, while public television stations will receive the program via Westar. Approximately 500 cable systems will be able to receive the show; 12 public TV stations have so far committed to airing it live, and others have decided to tape it for future airing.

The program is being underwritten by the International Association of Machinists and Aerospace Workers, whose president, William Winpisinger, will be on the panel.

Arrangements with the Public Broadcasting Service for satellite time were made by the Public Interest Video Network, which has produced two live shows this year—on nuclear power and abortion—that were aired on some PBS stations. The Washington-based group of independents is planning additional projects, as well. It has received a planning grant for a live day-long show, to be aired next Thanksgiving, that would take a look at the country as it enters the 1980's. Preliminary plans call for approximately 20 remotes from various locations nationwide.

## China buys BBC shows

Following a trip by top officials to Britain, the Central Broadcasting Administration of the People's Republic of China has purchased the first programs from the BBC for transmission on China's nationwide television network.

The sales involve two series and one television play, totalling 18 hours of programming. The two series are *Anna Karenina* and *David Copperfield*; the play is *Robinson Crusoe*.

A spokesman for BBC Enterprises, Roy Bromwell, said confirmation of the purchase came less than a week after the Chinese visit, following several years of unsuccessful attempts to sell programs to the Chinese. "We now seem to have broken through the bamboo curtain," he said.

Bromwell said the BBC showed the Chinese a full range of available BBC programs and hoped this purchase would open the way for more sales in what is a major untapped world market for television exports. Bromwell would not quote the sale price, but described it as "quite substantial."

## Monitor

**Hail to the chief.** NBC—however improved—is back in third in season-to-date ratings. But TV affiliates board publicly hasn't lost any of its fervor for network's president. Meeting in Puerto Rico last week, board issued resolution declaring: "1. Fred Silverman is our man of the year. 2. 1980 is the year of the peacock. 3. We are proud."

**Now in HBO's inventory.** Price wasn't revealed but Home Box Office says it has signed with Paramount for "largest [deal] of its kind": 58 films to be shown over pay cable service during next several years. Understood to be among titles: "Grease," "Heaven Can Wait" and "Foul Play."

**TV's radio show.** *Me? On the Radio?* is title of new comedy series being developed with Sally Struthers for CBS-TV. It's production of Warner Bros. TV in association with Mother-Struthers Productions. CBS is understood to have ordered pilot. Comedy involves Oregon girl who goes to New York seeking to be network radio star.

**Bought.** KTLA(TV) Los Angeles, WOR-TV New York and KPIX(TV) San Francisco are first stations to purchase Sandy Frank Television Distributors' new strip game show, *Face the Music*. All will begin showing program Jan. 7, 1980.

**With the new year.** Westwood One radio syndication firm is adding four programs to its portfolio in January. Three are in two-and-a-half-minute segments: *On Vacation* (leisure-time activities), *On The Move* (women in news), and *Ace and Friends* (with Ace Young, KMET(FM) Los Angeles news and public affairs director). *Special Edition* is weekly hour with Sid McCoy of TV's *Soul Train*. All four are barter, with Michelob beer already set for *Special Edition*.

**Reagan's reach.** Syndicast Services Inc., New York, reports that 115 stations, accounting for more than 85% of U.S. television households, carried Ronald Reagan's announcement on Nov. 13 of his candidacy for Republican nomination for President. Syndicast said it cleared line-up of stations over period of one month for half-hour program.

**Tabloid radio.** Thirty stories weekly from *National Enquirer* will be adapted for radio use by Communications Capital Corp., New York. Each story will run about 60 seconds and will be supplied in script form. Titled *The Lively Wire*, series already has been sold to 12 radio stations in Canada. In U.S., Capital Communications initially is seeking agreement with a radio network, but will make series available for syndication if network deal is not made.

**Busy marketplace.** JWT Syndication has cleared *Kenneth & Co.*, two-and-a-half-minute TV insert on subjects of interest to women, in more than 40% of country. Program has been accepted by stations including WPX New York, KGO-TV San Francisco, WKBD-TV Detroit, WSBK-TV Boston and WOCA-TV Washington. . . . Twenty-five TV stations have signed for *New Ed Allen Show*, daily, half-hour exercise program being distributed by American Television Syndication, New York. Barter advertising for show is handled by La Marca Group, New York, with list of stations already lined up including WNEW-TV New York, WMAR-TV Baltimore, WTTG-TV Washington and WLS-TV Chicago. ATS also is offering *The Sensational Seventies*, production of Document Associates and La Marca. Barter vehicle comes in two forms: 24 half hours or 12 hours. . . . Gold Key International, New York, reports that for first time in its history, one country, Italy, has purchased its entire library of 110 feature films. The buyer is Italian Television. . . . In past 60 days, ITC Entertainment, New York, has grossed record foreign sales of \$6.5 million, paced by business in Japan, Mexico and Canada.

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