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# Programming

## ARTS latest catch: Metropolitan Museum of Art

**ABC/Hearst venture will produce at least five hours of programming using museum's resources; three programs already in production**

The many-ventured ABC Video Enterprises has formed a new joint "association" in the cultural programming field—an "ongoing" joint venture with New York City's famed Metropolitan Museum of Art to develop material for the ARTS cable service. ARTS is offered by Hearst/ABC Video Services and distributed on Warner Amex Satellite Entertainment Co.'s Nickelodeon transponder.

The agreement announced last week by John Healy, vice president, product development and acquisition for ABC Video Enterprises, calls for ABC to produce "no fewer than five hours" of material based on ideas on which both the museum and ABC agree. Three programs are currently in production—two half-hours produced for Video Enterprises by Gittleman Film Associates, one focusing on the museum's arms and armor collection, and another, *Curators' Choices*: museum purchases under \$5,000, exploring how the curators of various museum collections approach the selection of pieces.

A third program, one-hour long, is being produced for Video Enterprises by ABC News's documentaries unit, by the husband and wife producer/director team of Jim Burroughs and Suzanne Bauman. Entitled *The Eighteenth-Century Woman*, its focus is on the museum's current special exhibition of period costumes.

ABC is calling the continuing arrangement with the Metropolitan a first between a cable program supplier and a major museum. No dollar figure was put on the cost to ABC of gaining access to the museum's resources, but the institution, according to Healy, will get a participation in future profits, as the program materials find their way (with the help of Video Enterprises) into the foreign television and domestic and foreign home video markets.

Phillippe de Montebello, director of the Metropolitan, called the arrangement "a rich opportunity to use the remarkable force and potential of cable television to educate the public about the museum's collections and exhibitions." He also noted that the deal with ABC is nonexclusive from the museum's point of view.

If all goes according to plan, the five

hours that have been agreed upon will consist of two hour programs and a series of six half-hours. In addition to the three programs announced last week, other topics said to be under consideration are a program on Frederick Law Olmstead, designer of Central Park, home of the Metropolitan; the gardens of the Cloisters, the museum's separate facility devoted to European works of the Middle Ages and early Renaissance, and "flowers at the Metropolitan"—their depiction in various works throughout the museum's collections.

MaryAnn Tighe, vice president, program development for ABC Video Enterprises, noted that the producers are first approaching the visual arts in this venture with the Metropolitan through programs devoted to three-dimensional objects, as a way of testing different means of displaying art on television, before moving on to covering such two-dimensional forms as paintings.

## HBO and Orion group buy into Filmways

Home Box Office, the nation's largest pay cable TV network, has invested \$10 million in Filmways Inc., the financially troubled Hollywood motion picture studio. The investment, in the form of notes and warrants, is in tandem with the sale of subordinated notes and shares for \$16 million by Filmways to an investor group led by principal executives of Orion Pictures. In addition, Filmways has obtained a new \$55-million revolving bank credit line.

Besides its acquisition of 10-year senior subordinated notes and Filmways warrants, HBO has also reached an agreement with Filmways concerning production and licensing for limited pay TV and cable rights to certain of the studio's releases. HBO's warrants are exercisable for an aggregate of 1.4 million shares of nonvoting preferred stock with a \$6-per-share annual dividend. The agreement with the Time Inc. subsidiary is subject to approval by Filmways shareholders.

The agreement follows announcements by HBO that it intends to become involved in production and distribution of made-for-pay-TV movies. Jane Deknatel, HBO's vice president for made-for-pay motion pictures, told a Los Angeles audience the network hopes to acquire five made-for-pay-TV films this year and one each month in 1983. She said HBO may be willing to pay up to \$2 million in license fees to producers of these features, to be aired