

Arab world. In 1975, he returned to Washington to become anchor and correspondent for ABC's then-morning news program, *AM America*. A year later, he was assigned to London. In 1977 he was appointed chief foreign correspondent and a year later added the title of foreign desk anchor.

Jennings declines to say how much he will be paid in his new capacity, but it's been reported that in the early stages of his four-year contract he will earn somewhat under \$1 million and later on somewhat more than \$1 million. CBS's Dan Rather is said to earn close to \$2 million annually and NBC's Brokaw about \$1.5 million.

There is no word yet on Max Robinson's future role with the network. He has been ABC's Chicago-based anchor since 1978 when the three-anchor concept was first implemented and is currently renegotiating his contract with ABC. □

## 20th Century-Fox realizes prime time TV comeback

**Down to two series two years ago, Hollywood producer will have 10 hours of programing on networks this fall to lead all studios**

When the 1983-84 prime time network TV season begins this fall, 20th Century-Fox Television will be watching the ratings for more of its own series than any other Hollywood studio; twice as many, in fact, as most of the other 19 companies producing for prime time will have on the air. ABC-TV's recent order for two more series from 20th Century brought the company's total network commitment to 10 hours of prime time programing—three more than its closest competitor, Spelling-Goldberg Productions, is producing and more than three times the number of hours 20th Century itself had on the air only two seasons ago.

Harris Katleman, president of 20th Century-Fox Television and an executive said to have played a key role in the company's recent rise, attributes this season's success to changes set in motion two years ago when the company changed ownership.

The two new series ordered by ABC are *Masquerade* and *Automan*, both created by Glen Larson Productions and both ordered for possible airing in late November ("Closed Circuit," Aug. 8). *Masquerade*, which stars Rod Taylor, Greg Evigian and Kirstie Alley, is an hour-long adventure series about three top undercover agents who, when their cover is blown, must work through different amateurs to accomplish their mission. The show's format, like that of ABC's long-time hits, *Love Boat* and *Fantasy Island*, will allow a changing cast of guest stars, according to a 20th Century-Fox spokesman, as well as opportunities for filming overseas. Renee Valente is executive producer.

*Automan*, another hour-long adventure series, stars Desi Arnaz Jr. as a computer genius, working for the New York police

**Exit 'Monitor,' enter 'First Camera.'** A new name, a new look and some new features are being added to NBC News's weekly, prime time newsmagazine, now airing as *Monitor* from 10 to 11 p.m. Saturdays but moving in September to 7 p.m. Sundays, opposite CBS News's *60 Minutes*. According to Executive Producer Sy Pearlman, the new program, *First Camera*, will practice the same kind of journalism as presently seen on *Monitor*, but with a new investigative team and guest appearances by key NBC News correspondents, and will attempt to attract viewers disaffected by *60 Minutes*.

Lloyd Dobyns will continue to anchor *First Camera* when it moves to Sundays, and NBC correspondent Rebecca Sobel and Steve Delaney will continue as staff reporters. Joining them with reports will be correspondents Marvin Kalb, Jack Reynolds and Ken Bode. Chuck Collins and Mark Nykanen will head the program's new investigative team, which, according to Pearlman, will add to the investigative work already being done by the program's regular correspondents. Stories in the works include a report on the safety of travellers on U.S. roads and in hotels and motels in the U.S. and a report on Brazilian arms stockpiling, said to be the most massive in the world.

*First Camera* will target the same audience attracted by *60 Minutes*, said Pearlman, but it "expects to be considered more fair" than that show. "You will never see a reporter chase anybody down the street with a camera," he said. Stories will attempt to "strike a chord between subject and viewer," he said. "It is important the viewer have some empathy, but it does not necessarily have to be positive."

NBC anticipates *First Camera* will achieve higher ratings in its new time period than it did on Saturday nights, said Pearlman, because the demand for reality programing is much higher. Although many programing experts have called NBC's placement of the show opposite *60 Minutes* "a throwaway," Pearlman believes the show, with its revamped look, will provide an alternative to viewers who have grown tired of *60 Minutes*, now 15 years old, but are watching it because it is now the only news magazine on the air in its time period.

The program's new set, not yet constructed, will be "warm, personal and den-like," said NBC. There will be bookshelves, a rug and a large, old-fashioned desk, on which will sit a word processor.

Since it premiered in March, *Monitor* has averaged audience shares as low as 12 and as high as 18. It is currently the lowest rated program on TV, with an average 7.2 rating/14 share overall as of last week.

"What we have learned in the past season is that the content was more effective than the way we have been presenting it," said Pearlman. "So to save one we have changed the other."

department, who programs a superhuman crime-fighter that can appear as a holographic image and create, in holographic images, James Bond-like gadgets to aid its work.

In addition to those, 20th Century has four new hour-long series, and one new half-hour scheduled to premiere in September along with two hour-long series, *Fall Guy* (ABC) and *Trapper John M.D.* (CBS), and a half-hour series, *9 to 5* (ABC). *After M\*A\*S\*H* (CBS), *Emerald Point* (CBS), *MEDSTAR* (ABC) and *Manimal* (NBC) are its new hour-long entries and *It's Not Easy* (ABC), the new half-hour.

Outside its work for network prime time, the company is producing seven more episodes of *Paper Chase: the Second Year* for Showtime, and a four-hour special for Operation Prime Time, *Helen Keller*, *The Miracle Continues*. It is also producing and syndicating another season of *Dance Fever*, a weekly first-run entertainment program carried in 120 TV markets.

The turnaround at 20th Century-Fox, which three years ago was producing only *M\*A\*S\*H* and its spin-off, *Trapper John M.D.*, plus two short-lived entries, began, according to Katleman, when the company was acquired by Denver oil millionaire Marvin Davis. Katleman, who had his own production company developing shows for Columbia Pictures Television, was hired to run 20th Century's TV division and was given a mandate from Davis and his newly installed chairman of the board, Alan Hirshfield: to turn the TV division into a major producer of prime time series programing.

Although Katleman's ability as a salesman is said to have been key to the TV division's success this year, he puts the credit with the company's creative team, almost completely revamped in the last two years.

By promising producers and writers a bigger share of a program's profits once it becomes a hit, 20th Century attracted some of the best talent in Hollywood, said Katleman. The promise that such talent will deliver a series, he said, makes the series more attractive to the networks.

In addition, 20th Century tailors each proposal for a new series to a weak spot in one of the three networks' schedules, said Katleman. For example, *Emerald Point* (formerly titled *Navy*) was designed for 10 p.m. Mondays when a program traditionally has to have high appeal for women if it is to compete with ABC's *Monday Night Football*. *Masquerade* was developed for 10 p.m. Saturdays, where ABC has developed a niche for "escape" programing like *Fantasy Island*. *Automan* is to go in the 8 p.m. slot, when younger viewers tune in heavily.

Key creative people attracted to or kept within the 20th Century-Fox Television fold in the last two years include Larry Gelbart, creator of *M\*A\*S\*H* and its coming sequel, *After M\*A\*S\*H*; Sam Egan, writer/producer of NBC's long-running series, *Quincy*, who is now working on *Automan*; Gy Waldron, creator of CBS's hit series, *Dukes of Hazzard*, now developing new series ideas for 20th Century; comedy writer Susan Seeger, who left MTM to produce for 20th Century; Paul Monash, who helped create the long-run-