

T.J. Hooker (14.9/27) and the season's premiere of *The Love Boat* (22.7/38). NBC's premiere of returning *Different Strokes* (15.8/29) was doing well against CBS's premiere of *Cutter to Houston* (14.9/27) until 8:30 p.m., when NBC premiered a special 90-minute *Rousters* (10/17).

Sunday night narrowly went to CBS, with an average 18.9/31 as compared to NBC's 16.9/27 and ABC's 14/22. ABC's *Hardcastle and McCormick*, which has beaten out *60 Minutes* for the past two weeks, this time

was unable to do so with a 15/23. It was up against two returning 30-minute sitcoms on CBS, *Alice* (18.1/29) and *One Day at a Time* (17.9/27), and the first hour of a special two-hour premiere of NBC's *Nightrider* (20.3/31).

NBC's long-awaited premiere of *Yellow Rose* (16.1/27), could not keep up with CBS's premiere of returning *Trapper John* (17.7/30), but both outflanked the *ABC Saturday Night Movie*, "Heaven Can Wait" (14.9/24). □

80% of U.S. television households.

Another project in the works at Tribune is *Nadia*, a two-hour movie about the life and career of a young gold medalist who, after achieving international fame by the age of 17, settles into a life of obscurity.

Being produced in association with Dave Bell Associates, Los Angeles, *Nadia* may be released first in the U.S. as a theatrical film or to pay television, to capitalize on a tie-in with the 1984 Olympics.

Principal photography on *Nadia* is set to begin near the end of this month in Zagreb, Yugoslavia, by the production firm, Jadren, whose credits include the movies "Sophie's Choice" and "High Road to China."

*Cornelia*, a third project in development at Tribune Entertainment, is another mini-series, to be produced in association with Britain's HTV Ltd. and D.L. Taffner Ltd., about the life of a 1940's Philadelphia socialite who left her marriage to become a nun at the urging of her husband, who wanted to become a priest. According to Cooper, produc-



Cooper

become a priest. According to Cooper, production of the mini-series will likely include on-location shooting in London and the Vatican.

First-run series development under way at Tribune is aimed at filling a demand for programming in early and late fringe, according to Cooper, and will likely take the form of a half-hour strip.

As Tribune ventures into international co-production and mini-series syndication, it is also branching out in a different direction: advertising sales for another syndicator. Under an agreement reached in July, Tribune will sell all regional and national advertising time in 162 live sporting events, broadcast on either commercial or cable TV, by the Washington-based syndicator, Metrosports. Events scheduled include 30 Big 10 conference basketball games, all Big East conference tournament and championship basketball games from Madison Square Garden, 11 Notre Dame games (tape delayed) and 11 UCLA football games. By aligning itself with Metrosports, Tribune hopes to position itself for a future in college football syndication, according to Cooper, although prospects there hinge on the outcome of a major antitrust suit filed against the National Collegiate Athletic Association by two member universities alleging teams themselves should have the right to the sale of TV and

## Tribune Entertainment: exploring programming horizons

**Year-old company, having been successful with 'At the Movies,' is moving quickly into other areas, including U.S. syndication of British mini-series, TV movie co-production deal; selling ad time for another syndicator and development of first-run TV series**

The rules of the game in first-run syndication are changing. In response to increasing demand from advertisers for alternatives to network TV and a growing need at stations for competitive product, producers, both new and established, are defining new ways to develop and market programs.

Among new entrants in the first-run marketplace is Tribune Entertainment Co., the year-old production-syndication subsidiary of Tribune Broadcasting Co. In addition to launching the second year of one of television's most successful weekly syndicated shows, *At the Movies*, Tribune is now undertaking a major expansion of its activities. This includes the U.S. syndication of a British-produced mini-series, *A Married Man*; the co-production of a made-for-TV movie based on the life of Rumanian gymnast Nadia Comaneci; the sale of national and regional advertising time in televised sporting events syndicated by Metrosports network, and the development, still being kept tightly under wraps, of a second first-run TV series.

At the helm of Tribune Entertainment's expansion is Sheldon Cooper, who left the presidency of Tribune Broadcasting's WGN

Television in June 1982, to build the parent company's Tribune Productions from the tiny producer of the surprise hit, *At the Movies*, into an entity that could not only build on that first success, but also take advantage of new opportunities in first-run syndication. Those opportunities, according to Cooper, include a growing appetite among stations for special-event programs, such as mini-series and made-for-TV movies, and an increasing acceptance of overseas-produced programming on U.S. commercial TV.

After a year of preparation that included nearly tripling Tribune Entertainment's staff from eight to 23, Cooper recently launched a marketing campaign for the company's first major presentation, *A Married Man*, a four-hour mini-series starring Anthony Hopkins as a man whose life takes a tragic turn after he becomes involved in an extramarital affair. Produced by John Davies for London Weekend Television, it ran on the United Kingdom's channel four this past summer and is being sold in the U.S. for broadcast between April 9 and May 13, 1984. Tribune also owns the Canadian TV rights to *A Married Man*, but has not yet begun a marketing campaign there.

In the U.S., *A Married Man*, will be distributed on an advertiser-supported basis, according to Cooper, who said the owned stations of Chris-Craft Industries and United Television Inc. have joined Tribune's owned stations in committing to air the mini-series. Cooper anticipates the program will eventually clear enough stations to reach at least

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