



TELECASTINGS



Making deals

NBC-TV has resumed production of its half-hour comedy series, *Buffalo Bill*, introduced as a limited series last June. The program, a Stampede production, is expected to be reintroduced later this season as a replacement series. The show stars Dabney Coleman as "a self-centered, egotistical television talk show host."

Centerpoint Productions and Mort Libov Productions have made a joint-ventures agreement to develop and produce first-run syndicated television programming. The partners plan to develop prime time access, early and late fringe and daytime programs. Libov has primarily been involved in commercial production, while Centerpoint was created last year to create prime time and syndicated fare.

Hollywood-based writer, T.S. Cook, has been signed by Universal Television to create, write and produce series, movies-for-television and specials. In addition to television, Cook has also written scripts for theatrical films.

Paramount Television International has acquired distribution rights to the six-hour Australian mini-series, *Return to Eden*. The program, filmed entirely in Australia, is a Hanna-Barbera Australia, McElroy & McElroy production in association with Eden Productions Pty. Ltd.

Educational support

The ABC-TV network and CBS-owned TV stations announced they would participate in nationwide educational-support programs. The five CBS-owned TV stations will each "adopt" a local school as part of an "adopt a school" program in which businesses and schools work together to improve the quality of education. ABC-TV participated in President Reagan's "Partnership in Education" project by presenting a week-long series, "Education in America," on the network's *Good Morning America* series last week. CBS officials said their "adoption" projects may include services ranging from internships to working with teachers and administrators and with individual

individual groups of students to improve skills.

On the floor

The Dance Show, a weekly hour-long program produced by Cox Communications' WSB-TV Atlanta and Metromedia's WNEW-TV New York, will be syndicated on an advertiser-supported basis as a joint venture of MG Films, Perin Enterprises and All American Television. It's due to be available Jan. 7.

The Dance Show will be produced at WSB-TV, where it originated as a local live program this summer, with portions taped at WNEW-TV to catch top bands and recording artists working in the New York area. It's designed to deliver viewers aged 12-34 for stations programming against weekend sports and children's programming. Spokesmen said it will feature guest stars, music dance videos and visuals, current dance hits and reports on dance styles and fashion trends. Co-hosts are Townsend Coleman, air personality from WZZP(FM) Cleveland, and Cal Dupree, host of the show when it started on WSB-TV in June.

Stations will receive seven minutes of commercial time in the hour, with the distributors reserving five minutes for national spot sale.

Adult education

A one-hour report on adult illiteracy, *Capital Cities Special Report: Can't Read, Can't Write*, is nearing completion and slated for syndication Jan. 3-14. Capital Cities TV Productions officials said 142 stations have already signed to carry the program, which will have Johnny Cash as host and be backed by an extensive national promotion to recruit literacy volunteers.

The documentary, shot on location throughout the U.S., includes profiles of adult illiterates who have just begun to overcome their problem, and examines some of the principal organizations attempting to combat illiteracy nationally. A toll-free 800 number, which viewers may call to get information about adult literacy efforts in their communities, will be flashed frequently during the program. In addition, Capital Cities TV Productions is preparing generic TV "news features" to distribute to news departments of stations carrying the program, with provisions for insertion of information on local literacy efforts. CapCities also will distribute a 30-second public service announcement, done by Professional Media Services of Boston, to all subscribing stations. CapCities said 69 of the 142 stations already signed for the program also plan local promotions of the literacy theme. *Capital Cities Special Report: Can't Read, Can't Write*



Presidential praise for CPR spots. NBC and the American Red Cross have drawn recognition from the White House Office of the Private Sector for their joint effort to encourage Americans to enroll in Red Cross cardiopulmonary resuscitation (CPR) courses. White House officials pointed out that this is the third year that NBC and the Red Cross have co-sponsored a nationwide public service campaign on the value of CPR training and to encourage participation in the Red Cross CPR course (BROADCASTING, July 19, 1982). At the recognition ceremony at Red Cross headquarters in Washington, Robert E. Mulholland, NBC president (left), accepted the private sector initiative commendation from Margaret Heckler, secretary of Health and Human Services, and James K. Coyne, special assistant to the President for private sector initiative. President Reagan is honorary chairman of the American Red Cross. Accepting for the Red Cross was Robert G. Wick, ARC executive vice president (not pictured).