

the later hours of the broadcast. Cable coverage will be over the Christian Broadcasting Network.

McClun said that 150,000 calls with pledges are anticipated and 1,278 phone lines have been set up at 17 centers.

A key to the event's production has been getting a satellite earth station into Ethiopia. The Ethiopian government would not allow *LiveAid* to set up a dish there, but in this case, due to World Vision's work in 10 relief camps there, and the perception by the government that "we are not trying to gain

fame," said Bird, the government's Relief and Rehabilitation Commission relented. More than 30,000 pounds of equipment, including electrical generators and the 7,000 pound satellite dish, have been transported to Ethiopia. The dish will beam a signal to AT&T's Telstar 302 satellite via transponder 12H.

The total cost for the event was originally estimated at \$4.2 million, but McClun said it may be closer to \$3.5 million by air time. For every dollar collected, 20 cents will go for administrative and fund-raising costs. □

Lear begins Act III

Paramount's Reiss to head venture; company to look at communications and entertainment ventures

A new media company formed by Norman Lear for the acquisition and creation of companies in entertainment and communications will begin operations on Jan. 1. It will be called Act III. Randy Reiss, currently Paramount's president of domestic television and video programming, will serve as president and chief executive officer, it was announced last week.

According to Reiss, Lear wanted to create a new company to invest in a "broad range of properties," among them television stations, magazines, cable properties and cellular radio. Reiss, who will remain in his present position with Paramount until the end of November, said his management team would develop investment recommendations for presentation to Lear.

He said the company will differ from a standard venture capital firm in that ACT III will also manage each project. Reiss com-



Reiss



Lear

pared the new company to a mall, with many boutiques that will feed on a synergism created by the various acquired properties.

Financial potential, coupled with Lear's desire, was critical to the creation of the new company, said Reiss. He noted that in making investments in the communications industry, Lear "likes to make a statement."

Reiss declined to say what kind of resources Act III has at its disposal, but this

Making deals. Television producer Barney Rosenzweig and his newly formed The Rosenzweig Co. have signed a three-year, exclusive distribution agreement with Columbia Pictures Television. Rosenzweig, who is president of the production company, will serve as executive producer of *Moving Parts*, a six-episode, midseason series for ABC-TV. The program will star Carl Weathers and be produced in association with Stormy Weathers Productions and The Movie Co. Enterprises. Under terms of his CPT contract, the *Cagney & Lacey* executive producer plans a second series for ABC-TV during the 1986-87 season and other forms of prime time programming to be distributed by Columbia. The production of *Cagney & Lacey* and a new CBS-TV pilot, *The Bounty Hunter*, are outside the agreement.

In other production news, NBC Productions has entered an agreement with producer Michael Filerman to develop series, movies and mini-series for NBC-TV. Filerman developed the prime time serials *Dallas*, *Knots Landing* and *Falcon Crest* and is currently executive producer of the last two series. Filerman, who heads Michael Filerman Productions, will also be a special adviser on daytime programming to NBC Entertainment President Brandon Tartikoff. He is executive producer of an upcoming NBC-TV made-for-television motion picture, *A Letter to Three Wives*.

Viacom Productions has signed Martin Rips and Joseph Staretski, the producers of *Three's Company* for three years, to an exclusive agreement to write and produce series and television movies. Viacom Productions President Thomas T. Tannenbaum said the signing represents the continuation of the company's move into comedy. He also said that Viacom expects to have a series on one of the networks in the near future. Rips and Staretski started their writing careers working for Norman Lear on *Maude*.

Robert Halmi Inc., an independent developer and producer of television and theatrical films, has reached an agreement with Blair Entertainment for the production of two half-hour animated children's specials that will serve as pilots for a possible syndicated series called *The Lollipop Dragon*. The pilots will air during the fall and winter with the decision to produce a series coming as early as March 1986.

And Telecom Entertainment Inc. has acquired the worldwide dramatic rights to Malcom Bosse's best seller, "The Warlord," and its soon-to-be published sequel, "Fire in Heaven." The novels are set in the 20th century with American and Chinese characters. Telecom currently produces *Washington* for Showtime.

past summer, Lear and A. Jerrold Perenchio sold Embassy Communications and affiliated companies to the Coca-Cola Co. in a cash and stock transaction valued at \$485 million. Subsequently, Lear and Perenchio divested some of their Coca-Cola holdings, but they are still said to be shareholders. *Forbes* magazine (see page 82) estimated the personal wealth of Lear and Perenchio to be \$175 million each. One source pointed out that in addition to his personal fortune, Lear also has available to him various lines of credit and investors willing to back him. The source did not rule out that Lear and Perenchio, who remain close friends, could again become partners in a new venture, even though they are not working together on this project. Lear and Perenchio were also recently involved in bidding for the purchase of the Evening News Association.

The company has been named Act III because it represents the next "act" in Lear's life. When Embassy was sold, Lear said: "I am eager to get back to basics—to write and direct again—so I welcome the curtain going up on act three; act two was terrific." □

ABC wins two Clarions

Segments from *20/20* and *World News Tonight* helped ABC win two of the four national Clarion awards, presented Oct. 4 by Women in Communications for excellence in communications. CBS and NBC each won one national Clarion. Awards also were presented for local radio documentary and series programming, local television programming and advertising. The list of winners follows:

Fred Williams □ *Behind Closed Doors: Family Violence in America* (radio documentary program).

Sara Terry, Loren Mouckley, Jan Bailey, The Christian Science Publishing Society □ *Voices of Beirut* (radio documentary program).

Barbara Esenten, KABC(AM) Los Angeles □ *I'm Old... Who Cares?* (radio documentary series).

Keith Jackson, Greg Shepard, Richard Threlkeld, ABC □ *Drugs in America—ABC Information Network* (radio documentary series).

Nina Rosenblum, Daniel Allentuck, Daedalus Productions □ *America and Lewis Hine* (local television documentary program).

Greg Pratt, Jan Olsen, Paul Henschel, WCCO-TV Minneapolis □ *The Hollow Victory: Vietnam Under Communism* (local television documentary program).

Andrew Lack, Craig Leake, CBS News □ *Crossroads: Bluebonnet Ranch* (network television documentary program).

Bob Brown, Alvie Irene Pifer, Av Westin, ABC □ *Wall of Tears, Wall of Hope* (network television documentary program).

Mark Becker, Frank Metz, Lea Cannon, WSOC-TV Charlotte, N.C. □ *Home is Where the Hurt Is* (local television documentary program).

Deborah Schwartz, Rick Young, WKJW-TV Cleveland □ *Tennessee Vida—We Have Life* (local television documentary program).

Peter Jennings, Read Jackson, ABC □ *The Molested Child* (network television documentary series).

Steve Friedman, Jon Alpert, Karen Ranucci, Today, NBC □ *Poison for Profit—Industrial Disease in America* (network television documentary series).

Margo Berman, Robin Massin, Margo Berman Creative Services □ *Huff and Puff* (radio advertising).

Ian Latham, Julie Burmeister, Ted Burn, Ogilvy & Mather □ *Annie* (radio advertising).

Wisconsin Division of Health □ *Simple Word* (television advertising).

Ian Latham, Julie Burmeister, Ted Burn, Ogilvy & Mather □ *Phone People* (television advertising).