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

McCln 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 Live Aid 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 McCln 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 its “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-

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 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 Mouchley, Jan Bailey, The Christian Science Publishing Society □ Voices of Bereavement (radio documentary program)

Barbara Esensten, KABC(AM) Los Angeles □ I’m Old...Was I 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 Louis Howe (local television documentary program)

Greg Pratt, Jan Olsen, Paul Henschel, WCCO-TV Minneapolis □ The Holocaust Victim: Vietnam Under Communism (local television documentary program)

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

Bob Brown, Alive Irene Pfifer, WJW-ABC, Wall of Tears, Wall of Hope (network television documentary program)

Mark Becker, Frank Metz, Lee Cannon, WOS-Charotte, NC □ Home Is Where the Hurt Is (local television documentary program)

Deborah Schwartz, Rick Young, WJKW-TV Cleveland □ I Told My Mom I Was Dead—We Have Life (local television documentary program)

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

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

Margo Berman, Robin Massin, Margo Berman Creative Services □ Hull and Puff (radio advertising)

Ian Latham, Julie Burnmeister, Ted Burn, Ogilvy & Mather □ Annie (radio advertising)

Wisconsin Division of Health □ Simple Word (television advertising)

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