



**Annenberg honor.** First Lady Nancy Reagan (left) was present at Pine Manor College, Chestnut Hill, Mass., for the dedication of its new library to Walter, Lenore and Wallis Annenberg. The Annenberg Library and Communications Center, a restored 19th century coach house, also houses new TV and radio studios.

Walter H. Annenberg (right), president of Philadelphia-based Triangle Publications Inc. and founder of *TV Guide* magazine, was ambassador to the Court of St. James's in 1969-1974. He founded the Annenberg school of communications with teaching facilities at the University of Pennsylvania in 1959 and at the University of Southern California in 1971. The Annenberg/Corporation for Public Broadcasting Project was founded in 1981. Funded by the Annenberg schools, the project provides courses on PBS stations, such as *The Brain*, *The Constitution: That Delicate Balance* and *Congress: We the People*, to students unable to attend classes.

Walter Annenberg's wife, Lenore (center), served as chief of protocol of the United States under the Reagan administration. His daughter, Wallis Annenberg, is a member of the *TV Guide* editorial staff and a member of the board of both Annenberg Schools of Communications. She spoke for the family at the dedication ceremony.

Sharon Percy Rockefeller, a member of the Corporation for Public Broadcasting's board of directors, and *MacNeill/Lehrer NewsHour* correspondent Judy Woodruff received honorary degrees at Pine Manor's 75th commencement immediately after the library dedication.

to be seen... I didn't use the word 'blocking.'" she said, adding that she "wouldn't have used that type of word." Rockefeller, a junior member of the Senate Commerce Committee, which approves the CPB board nominations, is married to CPB board member Sharon Percy Rockefeller, who was replaced as chairman by Landau. Sharon Rockefeller and Landau have often been at odds. Ira Shapiro, Jay Rockefeller's chief of staff, said last week that the senator is opposed to Landau's nomination and "will vote against it. But he is not blocking, nor delaying, committee consideration and doesn't favor such a delay."

### Summer comedy

Ten new comedy writers will be chosen by the American Film Institute to participate in its Television Writers Summer Program, to be held during the AFI Television Workshop July 7-25. NBC will underwrite the program, which will allow the participants to work with TV comedy masters Allan Burns, Sid Caesar, Sam Denoff, Gary Goldberg, Mort Lachman, Bill Persky and George Schlatter. The 10 winners will spend the three weeks "developing their original comedy TV scripts with staged readings, videotaping of selected scenes and discussions moderated

by program faculty members and guest writers/producers." Applicants must submit an original comedy TV script and an application form by June 6. For an application, contact: TV Writers Summer Program, AFI TV Workshop, Box 27999, 2021 North Western Avenue, Los Angeles 90027; (213) 856-7743.

NBC announced that two minority comedy writers will be chosen from among the 10 writers to receive its newly established William H. Cosby Jr. Scholarship, "in honor of Bill Cosby's unique, creative contributions to comedy television, including *The Cosby Show*, and his acclaimed work in children's TV programs."

### College costs

The Annenberg/Corporation for Public Broadcasting Project has funded about \$4.5 million for the support of three college television courses. *New Directions in Archaeology* is an eight-part series examining archaeological theory and methods to be produced by the Pennsylvania State University in association with noncommercial WQED(TV) Pittsburgh. It is expected to air in prime time on noncommercial television stations. *Master Teacher: Western Civilization* is a 26-part, hour-long series produced by noncom-

mercial WGBH-TV Boston about the history of the western world. The third Annenberg/CPB project is a pilot for *The Chemical World*, a one-semester introductory chemistry television course for nonchemistry majors. It is produced by the University of Maryland and the Educational Film Center. The Annenberg/CPB Project, a \$150-million venture, which was created to fund projects that "provide innovative uses of telecommunications and the new technologies to enhance the quality and accessibility of higher education," has contributed almost \$50 million since its inception in 1981.

### Show signing

Lorimar-Telepictures has signed Sheryl Lee Ralph, former star of the Broadway show, "Dreamgirls," to join the cast of *It's a Living*. Ralph will take the place of departing cast member Ann Jillian in a new role. She joins returning cast members Marian Mercer, Gail Edwards, Crystal Bernard, Paul Kreppel, Barrie Youngfellow and Richard Stahl.

### Murphy and Paramount

Eddie Murphy Television Enterprises, a newly created company, has signed a long-term contract with Paramount Network Television for the development of comedic and dramatic series, telefilms and specials. Murphy will not necessarily be involved in the projects as an actor. Murphy's feature production company, Eddie Murphy Productions, formed in 1983, already has long-term contracts with Paramount.

### Business source

Television and newspapers emerge as primary sources of information about business in a poll conducted for the Television Information Office by The Roper Organization. Television was chosen by 85%, newspapers by 77% and radio by 39%. (Results total more than 100% because multiple answers were requested.) Roper conducted face-to-face interviews with 1,996 adults.

### To the moon time

Mattel Toys will roll out "The Honeymooners VCR Game," a word and memory game using clips from the classic series, in the next few months. The licensing and merchandising department of Viacom, which syndicates the series, handled the game, the 17th licensing deal associated with the series. Previous projects include comic books, board games and dolls. The video game is 60 minutes long and is designed to be played by two to six adult players.

### Going public

The Public Broadcasting Service will air *A Program for Vietnam Veterans...And Everyone Else Who Should Care* Wednesday (May 28). The program is hosted by *Hill Street Blues* actor and Vietnam veteran, Charles ("Renko") Haid. The 90-minute show employs a "forum setting," providing an opportunity for Vietnam veterans to talk about their experiences during and after the war.