

of the "objectivity and balance" provision of the Public Broadcasting Act of 1967 that concludes "Congress did not intend CPB, or anyone else, to use objectivity and balance as a substantive standard for the review of program content." But the committee report also includes a "balance" provision stating that PBS "may condition acceptance of a program on the producer's willingness to further the goal of balance by deleting designated footage or by including other points of view."

The review committee also recommended that PBS provide some forum for viewer and critic response to programing, including expression of opinions and presentation of information that may have a different slant. Christensen said PBS hopes to have some type of on-air forum for viewers' letters—possibly 60-second spots that would be offered to stations—by next fall.

As for the effect the announcement of new policies will have on future complaints of PBS bias, Christensen said: "The committee's work was to see that our policies and procedures assured the public that bias was not part of the process of program selection. I don't know that there is anything we'll ever do to satisfy all the critics we have."

One critic the report did not satisfy was Reed Irvine, chairman of Accuracy in Media. He said the report's conclusion that PBS procedures produce programs of "high quality" "justifies my fears that this would be a whitewash. I don't see any significant reform coming out of the report." □

Saturday slate. NBC-TV announced its Saturday morning lineup for next season (debuting Sept. 12), with four existing shows being replaced by four new ones, including an animated spin-off of the prime time *ALF* and a game show for kids. The spin-off is also entitled *ALF*, and is from the producer of NBC's prime time version, Alien Productions, in association with animated program producers DIC Enterprises and Saban Productions. The show is said to focus on ALF's pre-earth life on the planet Meimac. The game show is entitled *I'm Telling*, produced by Saban Productions, and is described as one that "pits sibling teams against each other as contestants [who] are confronted with humorous and revealing questions about their brothers and sisters."

Also new to the network's Saturday lineup will be *Fraggle Rock*, from Jim Henson Productions, based on the same set of characters in HBO's *Fraggle Rock* series, also from Henson. The fourth new program is an updated *Archies* program, based on the comic strip, produced by DIC Enterprises and Saban Productions.

Returning to the lineup next fall are *Smurfs*, from Sepp International/Hanna-Barbera Productions; *Alvin and the Chipmunks*, from Ruby-Spears and Bagdasarian Productions; *Disney's Adventures of the Gummi Bears*, from Disney, and *Foofur*, from Hanna-Barbera/Sepp. Next fall the lineup will be: *Gummi Bears*, 8 a.m.; *Smurfs*, 8:30 a.m.; *Fraggle Rock*, 10 a.m.; *Chipmunks*, 10:30 a.m.; *ALF*, 11 a.m.; *The New Archies*, 11:30 a.m.; *Foofur*, noon, and *I'm Telling*, 12:30 p.m. The four shows being canceled are: *Kissyfur*, from NBC Productions in association with DIC; *Punky Brewster*, from Ruby-Spears; *Lazer Tag*, from Ruby-Spears, and *Kidd Video*, from Saban Productions in association with DIC.

APR looks for life after 'Prairie'

Public radio network affiliates likely to focus on plans to fill gap left by departing Keillor; news service and research study also on agenda of annual meeting

Life after *A Prairie Home Companion* and a proposed 24-hour news service are among the major topics when American Public Ra-

dio (APR) affiliates convene next week (April 26-29) at the Columbia Inn in Columbia, Md., for the network's annual conference.

What's sure to be on the minds of most attendees is the future of the network without *A Prairie Home Companion*, the series that helped catapult American Public Radio to national attention in 1982. (Last February,

Syndication Marketplace

MCA TV has announced it was joining the Advertiser Syndicated Television Association. MCA TV also said that it is changing the marketing of *The Lou Kelley Show* from cash-plus-barter to straight barter with four minutes for stations and three minutes for MCA TV.

Tribune Entertainment and Multimedia Entertainment will co-produce *The Search for Houdini*, a live, two-hour special that will air on Halloween, the 61st anniversary of the magician's death. The show will feature a live seance with experts in parapsychology and perhaps members of the press. Multimedia, which will handle syndication sales, expects 90% clearance with 150 to 160 stations by the time the special airs Oct. 31. The barter split is 12 minutes for Multimedia and Tribune and 12 minutes for stations.

Paramount Domestic Television reports that it has cleared *Star Trek: The Next Generation* on over 130 stations covering more than 85% of the country, including 28 of the top 30 markets. The series is cleared on a barter basis with seven minutes for Paramount and five minutes for stations. Clearances include WCVB-TV Boston, an ABC affiliate that will use the series in prime time on Saturdays, KCOV-TV Los Angeles, KMOV-TV St. Louis and WCPX-TV Orlando, Fla. Paramount also reports that it has cleared *Marblehead Manor* in 110 markets covering 85% of the country, including the NBC O&O's. Paramount's *Friday the 13th*, the television series, has been cleared in 150 markets covering 93% of the country.

MGM/UA Telecommunications reports that *Sea Hunt*, the 22-

episode cash-plus-barter weekly, is now a firm go for fall 1987. *Rat Patrol*, another weekly action-adventure series originally scheduled for fall 1987, has been "put on hold." MGM/UA's first-run sitcom, *We've Got It Made*, also sold on a cash-plus-barter basis, is now cleared in 65% of the country.

Claster Television reports clearing *The Visionaries*, a series of 13 half-hours for fall 1987, in 72% of the country. *Visionaries*, is a space-age high-tech story that pits two sets of six knights representing good and evil against one another. The series will be produced by Sunbow Productions with TMS Entertainment, using a computerized multiplane technology. Distribution is on a barter basis with two minutes for Claster and four minutes for stations, which will use the show on weekend mornings.

All American Television reports clearing *The Fifth Annual American Video Awards* on over 125 stations covering 90% of the country for an April 10-May 16 window. Along with the seven Fox-owned stations, clearances include KTVU-TV San Francisco, WTAF-TV Philadelphia, WDIV-TV Detroit, WPGH-TV Pittsburgh and WTVJ-TV Miami. The special will be hosted by Casey Kasem, Shari Belafonte-Harper and Graham Nash, and will include the induction of Peter Gabriel into the National Academy of Video Arts and Sciences Hall of Fame.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 5:

| Rank | Show | Rating/Markets | % coverage | Rank | Show | Rating/Markets | % coverage | Rank | Show | Rating/Markets | % coverage |
|------|-----------------------|----------------|------------|------|-------------------------|----------------|------------|------|-------------------------|----------------|----------------------------|
| 1. | Wheel of Fortune | 18.5/209 | 96 | 7. | Oprah Winfrey | 7.8/154 | 95 | 13. | Star Search | 5.9/161 | 91 |
| 2. | Jeopardy | 14.6/206 | 97 | 8. | Hee Haw | 7.0/210 | 89 | 14. | Puttin' On the Hits | 5.3/114 | 88 |
| 3. | World Wrestling Fed. | 11.3/187 | 92 | 9. | Hollywood Squares | 6.7/150 | 91 | 14. | Siskel & Ebert & Movies | 5.3/156 | 87 |
| 4. | New Newlywed Game | 9.0/186 | 95 | 10. | Oprah Winfrey (April 8) | 6.3/144 | 78 | | | | |
| 5. | People's Court | 8.8/188 | 95 | 11. | Small Wonder | 6.2/108 | 86 | | | | |
| 6. | Entertainment Tonight | 8.1/149 | 93 | 12. | Mama's Family | 6.0/153 | 87 | | | | *includes multiple airings |