

played by Congress, the President and the Pentagon, as well as by the press, lobbyists and government staffs. Produced by Philip Burton Productions Inc. and Maryland Public Television, the segments include interviews with former President Gerald Ford, former Senator Barry Goldwater (R-Ariz.), former Senator Howard Baker (R-Tenn.), ABC newsman Ted Koppel and First Lady Nancy Reagan.

Also premiering early next year, and said to be "the largest special project producing station WGBH-TV Boston has ever tackled," is the 13-part, \$7.5 million series, *War and Peace in the Nuclear Age*. The series traces the history of nuclear weapons, policy and strategy, beginning with the discovery of atomic fission 50 years ago next year. *War and Peace* will feature interviews with American, Soviet, Asian and European participants. WGBH-TV; Central Independent Television, England; and NHK, Japan, co-produced the series, which debuts Jan. 23 at 8 p.m. ET.

Beginning that same night at 9 p.m. ET, broadcast journalist Bill Kurtis will host another documentary-interview examination of international relations, the four-part series, *Secret Intelligence*. Discussions with six former CIA directors, including William Casey's last TV interview, along with interviews with former presidential aides Dean Rusk, John Erlichman and Arthur Schlesinger, will punctuate this KCET(TV) Los Angeles-produced look at the history and current power of the FBI and CIA.

Continuing the successful panel discussion format of Fred Friendly's *The Constitution: That Delicate Balance*, WNET(TV) Newark, N.J., the Columbia University Seminars on Media and Society will offer a nine-part series, *Ethics in America*, premiering Jan. 31 at 10 p.m. In each segment, panels, with participants such as former vice presidential candidate Geraldine Ferraro, ABC News anchor Peter Jennings, financier T. Boone Pickens Jr., U.S. Supreme Court Justice Antonin Scalia and General William Westmoreland, will discuss hypothetical ethical dilemmas put to them by a moderator. The series will cover new topics each week, including family, community, government and the corporate world.

Beginning March 27, at 9 p.m., *The MacNeil-Lehrer NewsHour* commentator Roger Mudd will host another five-part series, *Learning in America*. Also combining documentary reports and interviews, the series will examine the growing teacher shortage, the effects of race and politics on educational reform, classroom technology, the burden on businesses to fill in educational gaps and the state of education in other nations. *Learning in America* is produced by MacNeil-Lehrer Productions and WETA-TV Washington.

Also among the mini-series on international relations, the KCET(TV) Los Angeles-Philippine Project co-production, *The Philippines*, airing Mondays, May 8-22, at 9 p.m. ET, examines Philippine history beginning with the islands' acquisition by the U.S. in 1898, and leading into President Corazon Aquino's attempts at democratic reforms today. The series includes interviews with exiled president Ferdinand Mar-

cos and with Aquino before and after she took office. WNYC-TV New York's two-year-old program, *The Kwitny Report with Jonathan Kwitny*, will make its national

debut Jan. 8 at 5 p.m., where it will air weekly through July 30. Kwitny, a long-time *Wall Street Journal* reporter, each week will present mini-documentaries.

CBN on ratings rebound

Cable service's new lineup that includes 'Bonanza' and 'Our House' pays off with higher prime time ratings

Buoyed by a revamped prime time lineup that includes *Bonanza*, *Our House* and a movie package, the CBN Family Channel cable service has reversed its drastic ratings decline of early 1988 and is posting prime time ratings of over 1.0.

Although the fractions are small by broadcast network standards, they are significant to a cable network, especially if the

prime time ratings go from a 0.5 to a 0.6 to a 1 over the first three quarters of the year, as is the case with CBN. And since the network reaches more than 43 million homes, even a 0.1 rating difference means \$200 per 30-second spot in prime time.

Paul Krimsier, vice president, programming and promotion, CBN Family Channel, and formerly vice president, programming, WTBS(TV) Atlanta, describes the makeover as "almost a re-launch of CBN as the Family Channel." Over the summer, the network repositioned itself with new logos and

Program Notes

Community Service. *Money in America: The Business of Banking*, a new three-part public television consumer education series, scheduled to air at 10 p.m. NYT, Jan. 3, 10 and 17, found its corporate underwriting in a highly extraordinary manner. Following 10 years, prosecution of a consumer class-action suit against Wells Fargo for alleged excessive bounced check processing charges, a 1987 settlement provided that the bank set aside \$1 million for public education, \$750,000 of that for public TV.

Producer Beverly Ornstein's proposal won a competition for the funds in late 1987, and KOED(TV) San Francisco began production last March. Each segment includes funder credits, "Funding for this program was provided by Wells Fargo as part of a settlement of a class-action suit," and series host Sylvia Chase begins each segment with an explanation, noting that the power of the consumers filing the original suit made the program possible.

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Signings. Pamela Pettler has signed an exclusive development deal with Columbia Pictures Television to create and produce television series. Pettler wrote and developed two specials for NBC last year, *The Incredible Ida Early* and *Annie Oakley*, as well as the pilot episode of Shelly Duvall's *Tall Tales*. Also signing with Columbia on an exclusive basis to create, write and produce half-hour comedy series are Katherine Green and Stephen Neigher. Green's writing credits include *Women in Prison*, *Married...With Children*, *The Facts of Life*, *Taxi*, *Cheers* and *Newhart*. In his 10-year career, Neigher has written for *Barney Miller*, *The Jeffersons* and *The Facts of Life*. He has also been writer-producer on *Sweet Surrender* and for the Showtime series *Brothers*.

Fries Entertainment has signed writer-producers Jay Moriarty and Mike Milligan to an exclusive contract to develop made-for-TV movies, mini-series and half-hour comedies. Moriarty and Milligan for six years acted as writers, story editors, producers and executive producers of *The Jeffersons*. Other writing credits include *Good Times*, *Chico and the Man*, *Maude* and *All in the Family*. Fries has also signed producer Malcom Stuart to an exclusive contract to produce series, mini-series and made-for's through his Stuart Phoenix Productions. Stuart's executive producer credits include *Ghost of a Chance*, *The Deliberate Stranger*, *Dallas: The Early Years* and *Blood and Orchids*.

Reeves Entertainment Group has entered into an agreement with drive-in movie critic and humorist Joe Bob Briggs to develop a prime time comedy series. Briggs, author of the nationally syndicated column "Joe Bob Goes to the Drive-In," is also the host of The Movie Channel's *Drive-In Theatre*.

Comedian Jay Leno has signed an exclusive multi-year contract with NBC-TV, which includes an extension of his guest-hosting duties on *The Tonight Show Starring Johnny Carson* through the 1989-90 season. In addition to the *Tonight Show*, Leno has been the host of two comedy specials on NBC and has appeared on *Late Night With David Letterman*, *Saturday Night Live* and *Friday Night Videos*.

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Talk talk. Morton Downey Jr., Maury Povich, Sally Jesse Raphael and Geraldo Rivera will participate in a panel discussion called "TV With a Bite: New Directions in Talk and Magazine Shows," to be held at the NATPE International conference in Houston, on Jan. 25, 1989, at 8:30 a.m. at the George R. Brown Convention Center. Also, comedians David Brenner and Bronson Pinchot (*Perfect Strangers*) have been announced as entertainment for the annual Iris Awards. Brenner will host and Pinchot will be one of the key award presenters for the ceremony to be held on Friday, Jan. 27.