

MCA, TWO INDIES PROGRAMING FOR PRIME TIME

WWOR-TV and KCOP order three hour series for fall start

Two major market independent stations—MCA Broadcasting's WWOR-TV New York and Chris-Craft United's KCOP(TV) Los Angeles—have entered a co-production venture with MCA Television Entertainment to produce three hour-long prime time programs that will debut on the stations in October.

The first is an adventure series, *She-Wolf of London*, based on the 1946 Universal Pictures film of the same name. The second is *Rest in Peace*, an action/adventure series about a young detective. The third is a so-called "buddy comedy," *They Came from Outer Space*, about two aliens who take a year to study abroad on Earth.

The venture reflects the increasing aggressiveness of independents in programming prime time. For years, independents depended on theatrical film packages to fill their evenings. Recently, however, a number of A-title packages have been sold to basic cable networks, bypassing syndication.

For the past several years, WWOR-TV has run nonmovie programming in prime time. Last season it aired a mix of off-network and original shows with limited success, but executives there still believe that original programming in prime time is the way to go.

The exact scheduling of the shows by the two stations was not set last week, although both stations are expected to put them in weekday prime time slots.

"We will not take a back seat approach while the networks and cable attempt to lock up prime time," said Larry Fraiberg, president of MCA Broadcasting. He said the station was exploring additional original shows for fall.

"Broadcasters need to respond to the changing dynamics of the television industry," said Evan Thompson, president, Chris-Craft Broadcasting. "The collaboration on this original is a step in the right direction."

Under the terms of the co-venture agreement, MCA retains syndication rights, with KCOP and WWOR-TV sharing

profits derived from the shows' future distribution. At deadline, a WWOR-TV spokeswoman said it was still undetermined whether the shows would air on the superstation signal picked up by cable systems outside the New York market.

While KCOP is the only Chris-Craft United Television station in the venture, MCA will pitch the programs to the rest of the group and to other stations prior to the October launch, for cash, a spokesman said. If the shows do well in the fourth quarter, MCA will take them to the NATPE convention in January.

She-Wolf will be produced in Bristol, England, by HTV International and Universal Pictures. Partners Sheldon Pinchuck, Bill Finnegan and Patricia Finnegan will serve as executive producers of both *She-Wolf* and *They Came From Outer Space*. The trio has also produced a number of made-fors purchased by the USA Network. *Rest in Peace* is being produced by Argo Productions, Los Angeles. Each of the series has an initial 20-episode production order. -SM

MUST CARRY ORPHANS

The Home Shopping Network-led coalition of 110 TV stations has released a study showing 85 of the 249 stations in the top 20 markets would not meet the minimum viewing standard in 70% or more of the counties within 50 miles. Those standards are part of the cable bill passed by the House Telecommunications Subcommittee. The markets follow; the number of stations in the market are in the first column and the number of stations not meeting the viewing standard in 70% of the counties are in the second.

1. New York	13	7
2. Los Angeles	15	4
3. Chicago	11	5
4. Philadelphia	11	5
5. San Francisco	17	9
6. Boston	15	7
7. Detroit	7	2
8. Dallas	15	7
9. Washington	7	2
10. Houston	11	3
11. Cleveland	11	4
12. Atlanta	9	3
13. Minneapolis	9	3
14. Miami	11	3
15. Seattle	8	2
16. Pittsburgh	7	2
17. Tampa	10	4
18. St. Louis	7	2
19. Denver	8	1
20. Phoenix	10	2

SENATE KIDVID BILL LIMITS ADS

Version expected to pass this week gives broadcasters more leeway in programming requirements than earlier draft

Legislation that would limit the amount of advertising during children's programming on both cable and over-the-air television and which also requires broadcast stations to air more educational and informational children's programs for license renewal is expected to pass the Senate this week. The National Association of Broadcasters has signed off on the measure after obtaining certain revisions that make the program requirements less specific than an earlier version.

The bill had been stalled since last fall when it passed the Senate Commerce Committee because broadcasters objected to the original renewal provision that would have required stations to provide educational and informational programming "specifically designed" for pre-school and school-age children as a condition for license renewal. But after lengthy negotiations with Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), the bill's chief author, broadcasters modified the section dealing with renewals to

give stations more leeway in the type of programs they must air. Less restrictive language was added stating that a station would have to serve the educational and informational needs of children through its "overall programming, including programming specifically designed to serve such needs."

The FCC could take into consideration during renewal time off-air broadcaster efforts to promote children's programming and any efforts to fund programming aired by another station in the licensee's marketplace.

Unchanged is a section that directs the FCC to complete its proceeding on so-called program-length commercials, although an earlier provision dealing with complaints at the FCC was deleted.

One addition was the establishment of a national endowment for children's educational television. Under the measure, stations and cable systems must restrict ads to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. -KM