

PROGRAMING

SALZMAN LEAVES LORIMAR FOR MILLENIUM

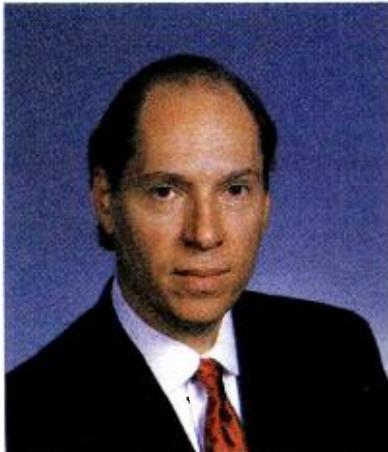
New production company will be affiliated with Warner; Moonves is his successor

Effective last Wednesday, David Salzman turned over his presidency of Lorimar Television to Les Moonves, executive vice president (creative affairs) of the Time Warner-owned studio division, to create Millenium, a multi-media independent production company affiliated with Warner Bros. Inc. While Salzman's new independent status took many by surprise, Moonves's contract with Lorimar was up for renewal and his reported new five-year pact was considered by industry insiders to be an effort by Time Warner executives to keep Moonves from bolting to another studio.

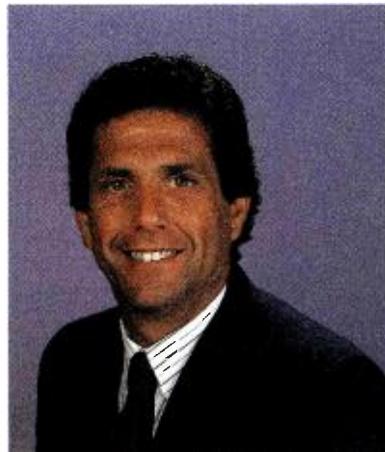
Just a day after officially moving Lorimar's remaining production offices to Warner Bros.'s Burbank, Calif., studio lot (Lorimar previously occupied what is now Columbia Pictures Studios' facilities in Culver City), Salzman said the timing of Millenium's formation was "somewhat prophetic" considering changes in Lorimar's front office and the global marketplace in general. Salzman, who is planning to set up Millenium's headquarters in a nearby Burbank location, said his production company will receive "seed money" from Warner Bros. Inc. to fund the startup operation, and will be partnered with Salzman creating network, first-run syndication, cable and pay-per-view programming.

Salzman, who has headed Lorimar for the past four years (a period in which Lorimar has been the most prolific supplier of prime time network programming—counting 11 continuing series this season), says Millenium will be looking to use producers and writers from Lorimar Television's, Telepictures' and Warner Bros. Domestic Television's pool of creative talent. While he was not specific about how profit might be shared from series sold under the Millenium banner, Salzman said the production house will be entirely self-sufficient within a "minimum" budget and a small staff.

"Certainly between now and the millenium (the year 2000), which is where my company is focused, [Warner Bros. Inc.] is going to go beyond mainstream



David Salzman



Les Moonves

businesses, where Warner Bros. and Lorimar have been dominant studios, and develop supplementary businesses and ancillary revenue streams," Salzman said. "Sometimes it pays to be small, lean and quick, to be able to exploit network, cable, foreign co-productions and merchandising opportunities that may be out there. That's what Millenium is going to do and that's where the industry is going."

Similarly, the broadcast networks have been looking to expand beyond their core business, with Brandon Tartikoff being tapped last summer to head NBC Entertainment Group, an umbrella division at which Tartikoff is looking to build new channels of distribution and international broadcasting opportunities. However, Tartikoff reports to NBC Chairman Robert Wright, while Salzman says he is an "entrepreneur" who will only seek "consultations" from Warner Bros. Chairman and CEO Bob Daly and WB Executive Vice President Barry Meyer.

"In discussions with Bob and Barry over the last several months, we were trying to figure how to position Warner Bros. for the next 10 years," said Salzman, who is 46 years old. "As an outgrowth, I made a proposal for a structure that would be completely autonomous,

yet would partner with all of Warner Bros.'s production divisions to create new programming opportunities. I do want to clarify that I have relinquished any day-to-day supervision of Lorimar Television, as well as any other division."

In the case of NBC, Warren Littlefield ascended to the presidency of NBC Entertainment but still reports to Tartikoff, whereas Moonves will have full supervision of Lorimar's network production (series and long-form programming) and will report to Daly and Meyer.

Moonves's rise to the top has been quick. He joined Lorimar as executive vice president in 1986 after a three-year stint as vice president of television and miniseries at 20th Century Fox. From 1973 to 1982, Moonves moved from freelance producing jobs to acting assignments, but after producing a hit play, "The Hasty Heart," Columbia Pictures Television hired him as vice president of development (until 1983).

Moonves termed the management changeover a "seamless transition" with 11 regular series in place, two mid-season series on backup status (*Sisters* for NBC and *Guns of Paradise*) and a 22-episode midseason order for *Dark Justice*, set for CBS's late night (at 11:30 p.m. ET) checkerboard this Janu-