

'Crusaders' gets new executive producer

'A Current Affair' veteran joins Buena Vista show being groomed for strip

By Steve Coe

Peter Herdrich, former senior producer for *A Current Affair* has been named executive producer of Buena Vista Television's weekly *The Crusaders*. Herdrich joins the show March 18.

His addition follows several high-level changes at the freshman show, including the naming of John Terenzio, former executive producer of NBC News and *A Current Affair* in

December as consultant, and last month the departure of the show's executive producer John Butte. A Buena Vista spokesman said Butte is still with the company and is working on a project for syndication.

Amy Sacks-Feld, senior vice president, Buena Vista Television says the

New sports net in San Diego

With the aide of General Instrument's signal compression system, Los Angeles-based Prime Ticket Network is launching a new regional sports network for the San Diego market. The client base is basically built-in—The Los Angeles Prime Network already is carried by the nine major cable systems in the San Diego market, including Cox, Time Warner and Daniels systems, accounting for 700,000 subscribers. Beginning on April 15, those systems will begin receiving the Prime Ticket San Diego Service. Initially, two marquee packages will differentiate the San Diego feed from the Los Angeles service. Otherwise, the programming is essentially the same. A spokesman for Prime says that advertising inventory for each service will be sold separately. Until now, advertisers have been paying for one service that covers both markets. "Clearly, there is a financial incentive for us to create a separate San Diego service," the spokesman said. Prime has struck a deal with the San Diego Padres for a package of 25 home games, which premieres on April 23. Until now, the Padres have not been on basic cable and last year decided to end their decade-old pay-per-view service.

—SM

company is refocusing the show to ready it for a strip launch, expected in the fall of 1995. Terenzio, who has been interim executive producer since Butte's departure, will remain with the show as executive consultant. Sacks-Feld says plans are to make the series "more commercial, more entertaining and making it deliver on its promises of offering a solution to a problem." She said Buena Vista will do that without chasing tabloid stories with a salacious slant.

The show has seen consistent growth since its debut last September. Buena Vista has currently renewed the show for fall in 80% of the country, including six of the NBC O&O's ■

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Panels by broadcasters and wireless cable operators on strategic partnerships between their industries.

Yankees stay on free TV

WPIX(TV), MSG agree on three-year deal

By Steve McClellan

After months of often difficult and testy negotiations, WPIX(TV) New York and the MSG Network have reached an agreement that will keep a package of New York Yankees baseball telecasts on over-the-air television for three more years.

MSG owns all the TV rights to the Yankees games and, under a three-year deal that expired last year, bought time on WPIX for an annual 50-game package. In renewal talks how-