

Terry Smith and his Terry Smith Creations to develop cartoon, toy, design and other items for various outlets.

Since the April sale of MCA to Seagram by Matsushita Electric Industrial Co., the studio's former owner widely criticized by outsiders and Sheinberg himself for tying the studio's purse strings, many say that the situation has improved. In fact, despite widespread expectations that Meyer will bring in new leadership for the company's TV division, an informed source last week said no such decision has been made: "There have been absolutely no discussions of any personnel matters."

Still, the sentiment of top entertainment producers, agents, studio executives and others queried was that Meyer would install a new television executive team. "If I were [top MCA television talent], I would be looking around right

now," said one source. "They're going to take a broom to that place."

Meyer and MCA Television and Home Entertainment Group Chairman Tom Wertheimer declined comment.

Meyer is praised by most as a savvy dealmaker well regarded by talent for his straight-shooting.

Seagram has named MCA Motion Picture Group Chairman Tom Pollock vice chairman of MCA, reporting to Edgar Bronfman Jr., CEO. Bronfman says he has no plans to assume the MCA chairman/CEO post, but others expect him to be heavily involved in running Seagram's studio, which largely will determine the parent company's profitability.

Wasserman and Sheinberg will remain closely aligned with MCA. Wasserman will assume the title chairman emeritus and will be on the boards

of Seagram and MCA.

As expected, Sheinberg announced the formation of his own theatrical motion picture production company, Beverly Hills, Calif.-based The Bubble Factory, which has entered into a long-term agreement with MCA to distribute its theatrical product. He also will consult Bronfman as needed.

Sheinberg will partner with sons Jon and William in his new venture, which is expected to deliver three to four films a year for the studio and expand into other areas of entertainment.

Sheinberg told BROADCASTING & CABLE that he definitely will expand into television and noted his extensive television experience. "Our television plans are not far along at all," said Sheinberg. "We want to participate in television but participate by doing television no one else is doing." ■

Stone Stanley produces for New World

Multiyear deal covers programs for station group and syndication

By David Tobenkin

New World Entertainment has signed Stone Stanley Productions to an exclusive, multiyear agreement to develop and produce shows for New World's TV stations and first-run syndication.

Stone Stanley, perhaps best known for top-rated Lifetime game series *Shop 'Til You Drop*, will develop potential series for different dayparts and will relocate its executive offices

from Hollywood to the New World Entertainment building in West Los Angeles.

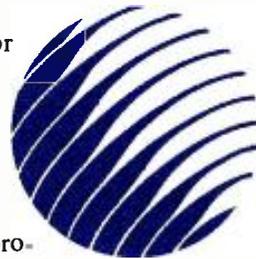
The alliance comes as New World Entertainment's agreement with Fox last year and with NBC last week to program new shows for their stations and syndication ups the demand for programming from the company. By combining its own stations with committed slots on those of NBC or Fox, New World can automatically clear

new shows for syndication in more than 40% of the country before pitching other stations.

"With the programming commitments we obtained through our ground-breaking alliance with Fox and with more such commitments on the way from other alliances we expect to make in the near future, New World has a large appetite for the kind of high-volume, low-cost programming that Stone Stanley is known for," says Arthur Bilger, president and chief operating officer of New World Communications Group.

A New World executive says that at least two Stone Stanley projects are being considered for testing or launch "within a matter of months." Partner Scott Stone says that in development are a daytime talk show and a late-night relationship/talk show.

The deal does not include Stone Stanley shows on the air, including a stripped version of off-cable *Shop* being offered in syndication by ACI for fall, or its library of previous episodes. ■



Hispanic film barter network debuts

Nielsen Media Research's two-year-old national Hispanic television ratings service (Nielsen Hispanic Television Index, or NHTI) may be creating a new syndication market. The service has prompted at least one new distributor to focus on the emerging market in the U.S. for Hispanic syndication programming—sold both to Hispanic stations and to mainstream stations in markets with large Spanish-speaking populations. The company, New York-based Grand Entertainment, has launched what it says is the first Spanish-language barter movie network in the U.S. *El Gran Estreno* (The Big Premiere) comprises 52 weekly feature films produced primarily by, or in association with, Spain's Television Espanol (TVE). Grand was formed last year by former Grove Television Entertainment executives Carl Dietze, Thomas Sieracki and Peter Yaman. The barter movie network is cleared on more than 30 stations covering 65% of U.S. Hispanic households, according to Sieracki. He says that a handful of English-language stations have purchased or are about to pick up the package.

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