

Kelley's 20th deal includes ABC, Fox

By Steve Coe

Emmy Award-winning producer David Kelley has signed a five-year contract with 20th Century Fox Television that will have him producing for ABC as well as Fox.

Twentieth has ponied up as much as \$60 million for writing and production talent during the past few months. In October the studio announced deals with comedy talents Danny Jacobson, Chuck Lorre, Eric Gilliland and the *Frasier* team of Vic Rauseo and Linda Morris (BROADCASTING & CABLE, Oct. 23).

Kelley had more than a year remaining on his current deal with 20th Century Fox, for which he produced *Picket Fences* and *Chicago Hope* for CBS. Kelley already had bowed out as executive producer of both to focus on his David E. Kelley Productions (BROADCASTING & CABLE, May 1).

However, his agents reportedly were interested in capitalizing on the current

run of production talent that has spawned multi-million-dollar deals, such as 20th's deal—said to be in the \$20 million range—with *Mad About You*'s Jacobson.

Under Kelley's new deal, ABC and Fox Broadcasting have given 20th two series commitments each. ABC is expected to get the first and third series; Fox is expected to get the second and fourth.



David Kelley gets full control over his projects for ABC and Fox.

The first show should be ready for the 1996-97 season.

If one network passes on a project, the other network has first right of refusal before it is shopped elsewhere.

The new contract also gives Kelley creative control over the projects in what is being described as the same deal that Steven Bochco has with the studio. ■

PBS's 'Ghostwriter' to appear in syndication

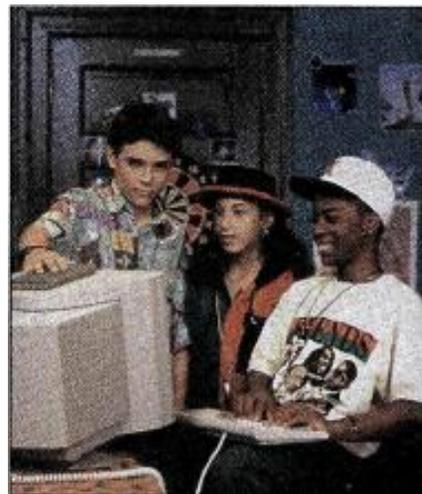
Revenue will be used in following year's first-run budget

By Steve McClellan

Popular PBS children's series *Ghostwriter* is coming to commercial television next fall. Tradewinds Television and Action Media Group have signed an unusual agreement with *Ghostwriter* producer Children's Television Workshop to put the show back into production in 1997 after a 26-episode off-network package airs in domestic syndication next season.

Tradewinds President Mark Rafalowski says he will ask stations for two-year commitments to *Ghostwriter*, with the second year including 13 new first-run episodes mixed with off-network episodes. The budget on the program is more than \$250,000 per half-hour. "It's not a cheap show to do," he says. "It's a quality show, and to do it first-run this year would not pencil out."

The solution: Reinvest a sizable chunk of revenue from *Ghostwriter*'s off-network run in the first year into the first-run budget for year two. CTW produced some 70 episodes of the series for PBS over three seasons. According to Nielsen Media Research, the show was the fifth most popular program among children 6-11 last February (out of 84 shows targeting that demo), with an average 7.7



'Ghostwriter's' friends talk to a ghost via computer.

rating. In three seasons on the air, the program almost doubled its rating with children 6-11.

The show follows a diverse group of kids who solve mysteries in their neighborhood with the help of a friendly ghost that communicates via written messages. CTW designed the show to make the printed word exciting, fun and relevant to children.

The *Ghostwriter* deal is timely for commercial broadcasters, who are facing increasing pressure from the gov-

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A Call For Entries

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The work must cover an issue of national interest and have contributed to the furtherance of the American way of life.

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Entry deadline is January 31, 1996. Award will be presented at the 1996 National Convention in Salt Lake City, Utah.

Entries should be submitted to:
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