

## Programming/Production

(continued)

a barter split of 3½ minutes for local, three for national sale per half-hour. The syndicated series will go under the name of *Music Machine* and will debut in syndication in April, 1987, according to Alan Frank, vice president of programming and production at WDIV's parent company, Post-Newsweek.



**Curtis Gadson and friends, from "Music Machine."** WDIV-TV Detroit series which will go the syndication route via LBS Communications beginning in April, 1987. Weekly show will be offered to stations through barter.

*Machine* is positioned to air in access, with WDIV beginning production for the new season in January, 1987. WDIV will air *Machine* at 7 p.m. on Saturdays. According to Frank, the weekly show has been the highest rated locally produced series on Detroit TV and one of the highest rated locally produced series in the country.

The show is hosted by Detroit songwriter/singer Curtis Gadson and is taped live at a club in Detroit. Each program begins with three new performers featured in a music video produced for them. A panel of celebrity judges picks the winner, who then competes on stage again with the previous week's winner. The studio audience selects its favorite, who then returns the following week.

## Radio syndication

**Orange Productions** has introduced *Reflections on the Black Experience*, daily 60-second series targeted to black/urban stations. The feature focuses on black heritage. Orange is located in Narberth, Pa.

**Images Presentations' Countdown to Super Sunday**, one of three syndicated professional football radio series produced by **Ray Stone Sports Productions**, Dallas, in cooperation with the NFL, is being made available on a barter basis. The series will air on a strip basis from December 22 through January 23, running through playoffs and up to Super Bowl XXI. The five-minute program leaves 30 or 60 seconds per program for sponsors. Station lineup totals more than 200 markets, according to Images Presentations, which is based on Long Island, N.Y.

**DIR Broadcasting** has opened a Los Angeles office, to be headed by **Ken Williams** as managing director. Williams was national sales manager during the past four years at DIR's New York office. Assisting Williams will be **Laura Margolin**, administrative assistant.

**MJI Broadcasting** has named **Laurie Sayres** as producer of MJI's *Country Quiz* program and co-producer of its *Country Today* show. Also, **Darryl Whitehead** joined MJI as promotion director. Whitehead held a similar post at WHN New York.

**Learfield Communications**, Jefferson City, Mo., has added **Dick Marshall** to its farm broadcasting staff at the **Brownfield Network**, a radio network. For the past six years Marshall was a farm consultant.

**Ron Knowles** and **Charles B. Johnson** have joined **TM Communications**, Dallas, as regional directors, central and western divisions, respectively.

## News and notes

**American Public Radio** has begun air-

ing international news and current affairs through access to the daily BBC World News Service. Heading the list is *World News, Twenty Four Hours* and *Outlook*, a magazine program.

**Art Schroeder** has been named program director at KYKY-FM San Diego. He replaces Ken Richards, who resigned. Schroeder has been at KXOA Sacramento, where he was program director for 10 years.

**John Jenkins** has been named program manager at WMAG-FM Greensboro/Winston-Salem/High Point, a Voyager Communications outlet. Jenkins most recently programmed Capitol Broadcasting's WMJJ-FM Birmingham.

## CABLE

### New HBO on-air look

Home Box Office has introduced what it is called its farthest-reaching new on-air look in many years. The service is boasting new design elements, formats, music and logos, which replace a majority of previously-used graphics.

The package includes new network IDs, new "Next on HBO" and "Tonight on HBO" teasers, new opens for original programming, and a new "HBO Movie" open.

Tim Braine, vice president and executive producer, on-air promotion, says the changes were designed to give HBO "a more contemporary look and to underline the distinctions between program categories."

However, HBO is retaining its widely-recognized regal open for movie premieres and primetime plays. That open starts with a shimmering star, which zooms down to become the silvery HBO logo.

The new look was designed by HBO in conjunction with Pacific Data Images, of California's Silicon Valley.

### Limited series on HBO

HBO has reaffirmed its commitment to the limited series form with three series now in production.

*The Glory Years*, an original, six-episode comedy series, is scheduled to debut in 1987. It is a continuing story of "three old friends who risk their fortunes, reputations and necks in Las Vegas following their 20th high school reunion." Stars are George Dzundza (*The Deer Hunter*), Archie Hahn (*My Favorite Year*) and Tim Thomerson (in the upcoming *Ratboy*). Producer is Kushner-Locke Co. Shooting was set for Los Angeles and Las Vegas.

HBO has renewed runs of two other limited series. Production has begun on

Wartime Classics for Veteran's Day  
FAREWELL TO ARMS, GUNG HO! and SEVEN SAMURAI

260 CLASSIC MOTION PICTURES from CABLE FILMS

Cable Classics for PPV, L/O and PBS

Known by the companies we keep

Herbert Miller, Executive V.P.

1986 Our 10th Anniversary Year

CABLE  
FILMS

Country Club Station

913-362-2804

Kansas City, MO 64113

