

Calif. The segments have been sponsored by No-Nonsense Fashions Inc. *American Caesar*, a five-hour television biography of General Douglas MacArthur, has cleared stations serving 90% of U.S. homes, according to Turner Program Services, the syndication arm of Turner Broadcasting System. Among stations scheduling the special are: KTUU(TV) Oakland-San Francisco, WPHL(TV) Philadelphia, WLVI-TV Boston, WKBD-TV Detroit and WPGH(TV) Pittsburgh. The stations have a March 3-31 broadcast window for one prime time and one fringe airing of *American Caesar*, which premieres March 3 on WTBS and Metromedia's independent stations. The prime time first run is a 50-50 barter split. The two-part drama is also available on a three-year basis for cash.

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Hot Potato, a half-hour game series from Barry & Enright Productions, has been placed in syndication by Colbert Television Sales. The show's 115 episodes will be offered in 74 U.S. markets in which the program did not air during 1983-84 network broadcast on NBC-TV.

Making deals

Best-selling author Danielle Steel has entered a long-range agreement with ABC-TV for dramatization of her work for television. The network disclosed two of Steel's books, "Thurston House" and "Crossings," are already in script development, with another, "Wanderlust," also in development. The productions represent the first dramatizations of Steel's work, according to ABC, which estimates 50 million copies of Steel's 18 novels are in print.

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 Independent producer Christopher Chesser has signed with Mercury Entertainment Corp., Los Angeles-based production company. Chesser will develop television and theatrical projects for the firm, beginning with an action-adventure motion picture for ABC-TV. He will continue with films in progress at Embassy and 20th Century Fox studios.

Keeps them dancing

The National Endowment for the Arts has granted \$300,000 to KTCN-TV Minneapolis-St. Paul, for the dance component of a television program, *Alive from Off Center*, which is scheduled to air on the Public Broadcasting Service next summer. According to the NEA, co-producers of the series, KCTA-TV and Walker Art Center, said that the series's goal will be to show the "best work" of established post-modern choreographers with emphasis on the work that lends itself to television.

Struck out

Major League Baseball club owners have rejected a bid by Gaylord Broadcasting to acquire a majority interest in the Texas Rangers baseball team. Gaylord, which owns KTVT(TV) Fort Worth, among other stations, would have also acquired rights to Rangers games (now broadcast by KXAS-TV Fort Worth). Gaylord needed the approval by 10



Barrier breaking. Organizers say it is the first cultural exchange of television programming between the U.S., through Group W-owned KPX(TV) San Francisco, and the People's Republic of China, through Shanghai Television. Each night this week (Jan. 28-Feb. 1), KPX will feature on its locally produced *Evening Magazine*, a series focusing on Chinese life styles, which was filmed during a 10-day visit by KPX's *Evening Magazine* to Shanghai, China. The KPX crew was the guest of the city's major broadcast outlet there, Shanghai Television. In return, a six-member crew from Shanghai Television traveled to San Francisco where, as a guest of KPX, they spent 11 days taping stories on such American phenomena as singles-oriented health clubs and commuter traffic jams. The stories taped in San Francisco and the Bay Area will be broadcast by Shanghai Television Feb. 20 in a one-hour special to celebrate the kickoff of the Chinese New Year.

"We didn't realize that in today's global village not every country has seen television stories produced from the U.S.," said Arthur Kern, KPX vice president and general manager. According to Kern, the head of the Chinese delegation told him this was the first time China has ever sent a full television crew to the U.S. He termed the exchange "historically important." And in Shanghai, where nearly every family owns a TV (a set costs an average worker nearly a full year's salary), the potential audience is 60 million viewers, said KPX.

The exchange was hatched by Matt Chan, *Evening Magazine* associate producer, who said he pitched the idea after a delegation of Chinese broadcasters from Shanghai toured San Francisco television stations last year. During its November visit, KPX's *Evening Magazine* stayed clear of political stories, focusing instead on a day in the life of an "upper-middle-class" Shanghai family, visiting local scenic attractions, exploring the city's night life, sampling its cuisine and following San Francisco Mayor Dianne Feinstein on her tour of the city. (San Francisco and Shanghai are "sister cities," a project that accounts for about 40 cultural exchanges annually.)

In addition to health clubs and traffic jams, the Shanghai crew tour filmed reports on the Silicon Valley, Stanford University in Palo Alto, local tourist attractions and Chinatown's new McDonald's restaurant. One of the Chinese television crew's favorite stops, KPX officials said, was an American supermarket (above), a sight unseen in China. It appears the good will fostered by the exchange will continue. Group W senior management, Kern said, has been invited to visit Shanghai Television to "broaden the relationship." Chan is emphatic: "We're already planning our next story."

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