

holds PPV cable rights. Additionally, market has drawn interest of regional networks because Cardinals hold key to any regional sports service being launched in area.

Meanwhile in Texas, Rangers have had discussions with current broadcast cable rights holders, KTVT(TV) and Home Sports Entertainment, since this summer about contract renewal. Since last contract, HSE has added working relationship with broadcast syndicator Raycom Sports.

ATLANTA

Games more golden

Having attained highest college basketball syndication ratings in nation last season, Metropolitan Collegiate Athletic Conference expects to gain higher fees for new rights contract, which "it appears we may be extending" with Raycom Sports. But Metro Commissioner Ralph McFillen, veteran of early NCAA basketball rights negotiations, said Raycom's new program-sharing deal with Prime Network consortium of regional cable channels (BROADCASTING, Aug. 14) could raise both revenue and exposure for conference.

Raycom-Prime partnership gives Raycom "very much more appeal,"

offering best of both worlds—strong local over-air schedules and exposure in other parts of nation via cable—said McFillen, who claimed highly-rated Texas player moved cross country to Metro school this year based on seeing team during first-time-ever exposure over Home Sports Entertainment last year.

HOLLYWOOD

In the works

Robert Urich, most recently seen in ABC's *Spenser: For Hire* series, may be returning to network television series in NBC action/drama as early as spring 1990. Network has given 13-episode commitment to Paramount Television for *American Dreamer*. John Pike, president, network television, Paramount Communications, said project should be ready for first or second quarter 1990.

Games afoot

ABC, which is currently mulling four game shows for its daytime schedule (BROADCASTING, Oct. 2), is looking at Paramount Pictures Television's *The Name Game* pilot, an ABC spokesman confirmed. Program could mark Paramount's first entry into first-run game show circuit with

possible insertion on ABC at 11 a.m. (ET) opposite CBS powerhouse *The Price is Right* starting January 1990, and may also lead to evening syndication run. Meanwhile, an NBC spokeswoman also confirmed network is talking to The Fred Silverman Company about game show *Dotto* for 1990-91 season. Spokesman-for ex-NBC Entertainment President Silverman says he has met with NBC officials, but network has yet to give green light to pilot.

Postponed

One victim of earthquake in San Francisco was NBC's scheduled planning session regarding prime time rollback with West Coast affiliate executives and general managers last Thursday at network's Burbank, Calif., offices. Network source said 20 general managers were to have attended strategy session on research being conducted on rollback of prime time to 7 p.m.-10 p.m. in Pacific Rim, but that network executives have postponed meeting indefinitely.

KCRA-TV (Sacramento) General Manager John Kueneke said he had heard meeting will be rescheduled "in a couple of weeks." Many of those affiliates have gone on record recently in favor of rollback, but network opted for independent research of

areas affected before reaching any decision. Kueneke said timetable of research study is "on target" for completion "in mid or late November." NBC officials have indicated if study is favorable, West Coast affiliates may be permitted to rollback prime time for fall 1990 season.

LUXEMBOURG

Mouse that's roaring

CLT of Luxembourg, Europe's oldest private broadcaster and one of most aggressive in pushing past its national boundaries, is now negotiating its way into U.S. CLT is in discussions about broad-ranging production and distribution deal with Saban Entertainment of Los Angeles. Saban's extensive production credits include four-hour mini-series, *Phantom of the Opera*, for NBC this season, and firm also holds extensive program library for overseas market. CLT, whose interests include Luxembourg direct broadcast satellite Astra, private TV and radio stations in France, Germany and Holland, and stakes in Paris producers Hamster and Pandora, has not limited approach in English-language world to America. CLT has also been recently pursuing British broadcaster Thames TV about buy-in.



Call of the wild

National Association of Broadcasters President Eddie Fritts, in Idaho to talk to that state's association of broadcasters, was himself talked into white water rafting on the Salmon River, as documented in this color snapshot from the family album. Fritts is at lower left (with sunglasses), backed by Su Fox, the wife of NAB radio board member James W. Fox, president of KWIK(AM)-KPKY(FM) Pocatello (white cap at right). Playing it cool amidships: Martha Dale Fritts, wife of the NAB president.