

BrightStar, a joint venture of Western Union and Visnews Ltd., is halfway into its second year and claims to have "captured the lion's share of the market for trans-Atlantic broadcasting." In addition to NBC, CNN and EBU, it lists among its clients the BBC, the six Japanese networks, Thames Television, Turner Broadcasting, World Communications and the Canadian Broadcasting Corp.

All's well that ends well

Seven years and 36 plays after the public television premiere of "Julius Caesar" on Feb. 14, 1979 on PBS, the 41-part series, *The Shakespeare Plays*, will end with a production of "Love's Labor's Lost," airing Friday (May 31) at 9-11 p.m. Series underwriters, Exxon Corp., Metropolitan Life Insurance and Morgan Guaranty Trust Company of New York, helped bring Shakespeare's 37 plays not only to television but to millions of American students as well. More than 300,000 educational packages consisting of posters, teacher's guides, recordings and handouts were distributed to students in 37,000 American high schools and junior high schools. A survey of high school English department chairmen found that 97% of responding teachers had taught more Shakespeare since the premiere of the series, and that the series and its promotional packages were responsible for the increase.

The Shakespeare Plays is a coproduction of BBC-TV and Time-Life Television, presented over PBS by WNET(TV) New York.

All American addition

All American Television, New York, has established a separate division, All American Media Sales, to handle advertiser-supported programs. Joel Gallen is vice president of programing development and of the media sales division. Because of the expansion, All America has moved to larger quarters at 304 East 46th Street, New York 10017. Its new telephone number is (212) 818-1200. Programs to be bartered by the new division include *New York Hot Tracks*, *Omni: Visions of Tomorrow*, *Magical Mystery Tour*, *The Third Annual American Video Awards* and *Rock-N-America*.

Summer slate

The Public Broadcasting Service has announced a lineup of original programing for this summer's schedule. In disclosing the schedule to station executives attending the PBS annual membership meeting, held earlier this month in San Francisco, PBS senior vice president for programing, Suzanne Weil, said she is hopeful that the new material can boost momentum going into PBS's fall season, which she noted lacks a new domestically-produced "blockbuster" series.

New summer programing includes:

- *Alive From Off Center*, an eight-part half-hour showcase for video dance, music and performance art from Laurie Anderson, David Byrne, Spalding Grey and others, hosted by NPR's Susan Stamberg.

- *Innovation*, a 20-part half-hour series hosted by Jim Hartz, discussing new developments in industry, science and medicine.

- *The Shakers: Hands to Work, Hearts to God* (within the *Non-Fiction Television* series), a



On the wall. *A First Step: The Washington Ballet in China*, airing June 9 at 8-9 p.m., documents the first performance of contemporary ballet in Beijing, China. WQVM-TV Washington filmed the special, which features interviews and performances in settings from Ming Tombs to the Forbidden City. In foreground atop the Great Wall (l-r): WQVM-TV cameraman, Ron Ling; technician, Mike Trammell, and senior documentary producer, Jeanne Bowers.

one-hour documentary produced and directed by Ken Burns and concerning the Shaker religious sect.

- *Reading Rainbow*, five new, half-hour episodes (plus 20 repeats) of the story-telling series for children, hosted by LeVar Burton.

- *Heatwave*, a two-part half-hour series on contemporary jazz.

Other original programing will be contained within such continuing series as *Evening At Pops*, *Mark Russell Comedy Specials*, *Survival*, *Great Performances* and *Saving Energy*.

Settlement

The International Brotherhood of Electrical Workers local 1212 and noncommercial WNET(TV) New York (which co-produces PBS's *MacNeill/Lehrer NewsHour* with non-commercial WETA(TV) Washington) have agreed on a new contract for the station's 70 technicians ("Closed Circuit," April 29).

Daytime honors

The 12th annual presentation of daytime Emmy awards will be broadcast by CBS-TV on Aug. 1 at 3-5 p.m. NYT, live from New York's Waldorf-Astoria hotel. Bob Barker, host of *The Price Is Right* on CBS-TV, will be master of ceremonies for the telecast, which will be a joint presentation of the New York-based National Academy of Television Arts and Sciences (NATAS) and the Hollywood-based Academy of Television Arts and Sciences (ATAS). Nominees for daytime Emmys will be announced simultaneously in New York and Los Angeles on Wednesday (May 29).

Disney-WTH deal

Walt Disney Pictures has signed a "multiple project" film and television production agreement with independent writer-producers Paul Witt, Tony Thomas and Susan Harris and has been assigned the distribution rights for the new NBC-TV situation comedy, *Golden Girls*, from the trio's Witt-Thomas-Harris Productions. The television arrangement is exclusive, whereas the film deal is a two-year agreement.

On the lookout

Syndicast Services, New York, has notified television stations in the U.S. it is cooperating with the National Center for Missing and Exploited Children in a campaign to help locate missing children. Syndicast said that at the end of the last commercial position in each of its upcoming shows, it will run photos of missing children and an 800 number for viewers to call with information.

Science series

The first program in a new four-part science series, *OMNI: Visions of Tomorrow*, has been cleared in 100 television markets, including Chicago, Cleveland, Washington, Miami, New York, Boston, Philadelphia and Detroit, according to its producers. The series of four, hour-long advertiser-supported specials is hosted by Keir Dullea ("*2001: a Space Odyssey*" and "*2010: the Year We Make Contact*"). Segments will also air on "space" (July and August); "medical miracles" (September and October); and "life styles in the 20th century" (November and December). It is produced by OMNI Productions Ltd. and All American Television.

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H.B. La Rue, Media Broker

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