

marketplace are among the topics that will be covered in other workshops.

Wednesday morning's general session will feature a panel of TV shopping industry executives, including Candace Carpenter of Q2, George Davis of Home Shopping Network, Bob Johnson of Black Entertainment Television and Mark Rosenthal of

MTV Networks.

On Wednesday at 8 p.m., infomercials featuring fitness gurus Jake Steinfeld, Bruce Jenner, Victoria Principal, Barbara De Angelis and Kathy Smith will battle it out for the Best Infomercial category of the third annual NIMA Awards. Other categories include best male and female

infomercial presenter, best corporate image/awareness-building infomercial and best TV shopping presenter.

At the conference, NIMA will release new ethical guidelines for continuity programs (programs that automatically send products to consumers on a regular basis) and programing that markets children's products. ■

# MacNeil pulling anchor on 'NewsHour'

By Elizabeth Rathbun

**R**obert MacNeil will leave *The MacNeil-Lehrer NewsHour* in October 1995. Production of the show will be consolidated in Washington, where Jim Lehrer will take over sole anchoring duties.

Executive editor MacNeil currently co-anchors the daily show from WNET (TV)'s New York studios, which are scheduled to close in June 1995 because of WNET budget problems. *NewsHour* also faces a shortfall, MacNeil told show staffers last Monday; those budget factors contributed to his decision to retire. But, he said, "I have

been considering for some time when I want to step back from daily journalism." The date he chose—Oct. 10, 1995—is the 20th anniversary of the start of the program as the *Robert MacNeil Report*.

Meanwhile, "the *NewsHour* needs seriously to reduce its spending...in a way that minimizes the need for layoffs," he said. Layoffs may be required because the show faces a cumulative budget shortfall of 20% by July 1998.

The move to Washington will help save money, and starting now, the staff will be reduced by attrition, he said.

There are 50 staff members in New York, about 40 in Washington, where associate editor Lehrer co-anchors, and several working in videotape production in Denver. The staff in Denver is not expected to be affected.

"This solution will protect the careers of the greatest number and insure the survival of the program. If we did not make this radical change, far more serious staff cuts would be necessary down the line," MacNeil said. A staffing decision will be made by Dec. 1, he said, promising that personnel in New York and Washington will be treated equally.

The "two-city program" was needed to provide variety in 1975, when *NewsHour* was the half-hour, one-subject *MacNeil-Lehrer Report*, MacNeil said. But the format changed in 1983, and "Washington has increasingly become the *NewsHour*'s center of gravity."

The show, which is distributed nationally by the Public Broadcasting Service, will broadcast completely from WETA-TV Washington no sooner than June 30, 1995. In addition to assuming the position of sole anchor, Lehrer will become executive editor. "Sub-anchors" will conduct interviews, and the news summary will be enhanced by voice-over narrations, Lehrer said in a statement. Commentators and essayists may be used more frequently.

MacNeil may continue to work on some projects through his continuing partnership in MacNeil-Lehrer Productions, which co-produces *NewsHour* and other programs.

The show's budget in the last fiscal year was \$26 million, a spokesman for MacNeil/Lehrer Productions said. This year the budget is \$24.7 million, with PBS providing about half of the funding. ■

## Top cable shows

Following are the top 15 basic cable programs for the week of Oct. 3-9, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Football	TNT	Sun 8:00p	5,663	9.2 5.9
2. CFA Prime Time	ESPN	Sat 7:30p	4,846	7.7 5.1
3. College Football Score	ESPN	Sat 11:15p	2,430	3.8 2.5
4. NFL Gameday	ESPN	Sun 12:00n	1,933	3.1 2.0
5. Rugrats	NICK	Sun 10:30a	1,878	3.1 2.0
6. CFA Prime Time	ESPN	Thu 7:55p	1,877	3.0 2.0
7. NFL Prime Time	ESPN	Sun 7:00p	1,856	2.9 1.9
8. Murder, She Wrote	USA	Mon 8:00p	1,796	2.9 1.9
9. Mello Yello 500	TBS	Sun 12:58p	1,787	2.9 1.9
10. Movie: 'Sixteen Candles'	USA	Sun 5:00p	1,712	2.7 1.8
11. Rugrats	NICK	Sat 7:30p	1,707	2.8 1.8
11. The Ren & Stimpy Show	NICK	Sun 11:00a	1,706	2.8 1.8
13. Rocko's Modern Life	NICK	Sun 11:30a	1,705	2.8 1.8
14. College Football Score	ESPN	Sat 7:00p	1,694	2.7 1.8
15. WWF Monday Night Raw	USA	Mon 9:00p	1,687	2.7 1.8

The top five basic cable services for the period of Sept. 5-Oct. 2 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
1. TNT	1,515	2.5/4.0
2. USA	1,306	2.1/3.4
3. TBS	1,173	1.9/3.1
4. ESPN	1,126	1.8/2.9
5. NICK	801	1.3/2.1