

# Electronic Media Tool Up For Papal Conclave & Coronation

By HANK WERBA

Rome, Aug. 22.

Media mobilization following the death of Pope Paul VI on Aug. 6 and the funeral ceremonies in St. Peter's Square on Aug. 12 was only slightly relaxed last week as tv and radio teams from more than 35 countries stayed on to interview papal candidates, gather info about them in Italy and foreign countries and conduct audio-visual research on the next three stages of what one U.S. tv news exec referred to as a "great human five-stage news spectacle."

The media are now gearing for the Conclave of Cardinals, starting Aug. 25 when 111 Cardinals from all parts of the world will begin balloting four times a day to elect Pope Paul's successor. Carried live to more than 125 tv outlets will be the Swiss Guards "sealing" of the cardinals inside the Sistine Chapel, to reappear only after white smoke from a Vatican smokestack indicates a final choice of the next pope. Until then, tv cameras will be trained at appointed intervals on the black smoke signals after each inconclusive ballot.

Subsequent live coverage will take place when the new pope appears in the window overlooking St. Peter's Square to deliver his Urbe et

(Continued on page 70)

## CATHOLICS SURVEY MEDIA MEMBERS ON COMM. ACT REWRITE

Washington, Aug. 22.

The U.S. Catholic Conference's communications department has conducted a survey of Catholic communicators to get their views on the Communications Act rewrite. USCC expects survey's results to provide a basis for group's testimony before the House Communications Subcommittee next month.

Local church officials will also present testimony at field hearings this month in Boston, Chicago, Los Angeles, Denver, New Orleans and Trenton. The group will no doubt concentrate on the measure's emphasis on "market-place forces" to regulate broadcasters, presumably at the expense of pubinterest groups.

## SAUDIS PRESS TALKS FOR HYATT INT'L BUY

Representatives of the Pritzker family of Chicago, major stockholders in the Hyatt International chain, are now negotiating with the Saudi Research & Development Co. with respect to Saudi Research's proposal to merge Hyatt into a unit of the Saudi Co.

As of now, no agreement has been reached, although discussions are progressing. During a previous pro-

(Continued on page 93)

## Classical Imports Into Canada Facing Stiff Tariff Boost

Ottawa, Aug. 22.

"How do you determine what is classical? Is Rodgers & Hammerstein classical?" asked Dennis O'Brien, acting deputy-general of tariff programs in discussing the raised "fair value" on which the department is henceforth basing its 15% customs tariff on classical disk imports from West Germany.

O'Brien said the department has been checking declared prices of record imports for two years against the prices charged in the country of origin — and found that West German exporters were "underdeclaring" their value. Reportedly, Polydor has already ceased importing Deutsche Grammophon and London Records has dropped Telefunken imports.

All disk imports are charged 15% on their "fair value" — but many pop, rock and other disks are pressed in Canada, thus avoiding the tariff. Treble Clef Music Stores buyer Sean Lochnan says, "No Canadian industry will ever meet the European standard of quality. They're good enough for rock, but not for fine classical music ... The pity is that classical music has finally begun to catch on. A lot of people in the 25-40 age range have been turning away from pop and rock to the classics. The average classical record now selling for \$10 will go up to \$13 or \$14." He fears that will kill the surge of interest in classical.

"All the good classical records (Continued on page 95)



HARRY L. GRAHAM

RINGLING BROS. AND BARNUM & BAILEY CIRCUS is solidly packed with top-notch acts as spectacular as they are dangerous, aerial feats without equal, productions featuring dazzling new costumes, and clowns who tumble and cavort for their share of the laughs. The greatest show on earth is The Greatest Show on Earth.

Santa Ana Register

## Brit. Radio-TV's 2-Union Merger

London, Aug. 22.

Britain's two unions in the broadcasting industry have finally decided to merge following negotiations and ballots spread over a period of some 15 years. The membership of the Cinematograph, Television & Allied Technicians and the Assn. of Broadcasting Staffs voted 9,093 to 5,348 in favor of joining forces.

The new organization will be known as the Amalgamated Film & Broadcasting Union, with Alan Sapper (ACTT) and Tony Hearn (ABS) as joint general secretaries.

The merger should strengthen the negotiation position of the two unions, particularly within the BBC where the ABS has in membership about one-half of the estimated 25,000 employees in tv and radio. ACTT speaks for all technical grades within the commercial tv and radio networks, as well as film production.

## JOAN BAEZ EXITS ISRAELI FEST AS SINAI PROTEST

Tel Aviv, Aug. 22.

Joan Baez notified the second Israeli Pop Festival that she would not perform because it was being held on "occupied territory." Scheduled to open tomorrow (Wed.), the festival will play through Saturday (30).

The site is in Neviot in the Sinai peninsula, 30 miles south of Eilat on the Red Sea. It is barren desert. The promoter, Eitan Gafni, is taking Baez's withdrawal philosophically. He is not suing. "That's her opinion. I just don't agree with it."

The audience will spend the three days and nights sleeping and living on the sands of the Sinai desert. They will make it by motorcycle, chartered buses and planes. Admission to each performance is 80 Lirat (\$4) and about 8,000 are ex-

(Continued on page 95)

## British Phone System Coming Back On Line

London, Aug. 22.

Transatlantic telephone callers and communicators can relax. The work-to-rule instituted by Post Office engineers a couple of weeks

(Continued on page 95)

# Bill Luther, New IAAM Prexy, Says Arenas Gotta Pay Own Way

By GLEN W. NAVES

Greenville, S.C., Aug. 22.

## U.S. TRAVEL SERVICE LOSES ITS FUNDING

Washington, Aug. 22.

Congress agreed last week to end funding for the U.S. Travel Service's \$1,000,000 domestic tourism program in fiscal 1979 because of its poor service record. The three-year-old program was designed to stimulate travel in the U.S. by Americans, many of whom were opting for Europe instead.

Voting solons were disenchanted (Continued on page 93)

## Nix Move To Give More RI Tables To Small Bettors

Atlantic City, Aug. 22.

The state Casino Control Commission, has refused Commissioner Albert Merck's bid to force Resorts International to increase its quota of \$2 and \$5 gaming tables. The ruling would have temporarily cut back the high number of tables with \$25 and \$100 minimum bets and increase the number of tables with smaller minimums. Casino industry executives headed by former U.S. Attorney David M. Satz appeared to protest the move. The commissioners will hold a final public hearing on the minimums in October.

Merck cited a report which indicated that 97 of the 133 blackjack tables in Harrah's Lake Tahoe casino had a \$2 minimum and that only 26 had \$5 minimums. Many playing in Resorts have complained that the \$2 and the \$5 tables are in short supply compared to the \$25 tables.

## HOOKERS BALL IN S.F. GETTING MERCENARY; UP TAB FOR OGLERS

San Francisco, Aug. 22.

One of Frisco's special annual events, the Hookers Ball, will shift to a larger site this fall.

The combo dance-fashion show-fund raiser for streetwalker rights grossed some \$100,000 in '77 when it was held at the Civic Auditorium and drew an SRO house of about 10,000.

This year's ball, set for Oct. 20, will be at the Cow Palace and could pull upwards of 15,000 oglers. Ticket price is set at \$10 until Sept. 1, when the tab increases to \$15.

Margo St. James, founder of the hookers' rights group called COYOTE, and Jerry Seltzer, general manager of the BASS ticket service, are again teaming to coordinate the event.

After the '77 success, they talked of going national with the ball but have not followed up with those plans as yet.

## Calvin Coolidge Loses, But Is No Joke At Polls

Kansas City, Aug. 22.

Calvin Coolidge, the night club comic who took a fling in the political arena, was eliminated in the August primary, but scored a surprising 2,500 votes for the office of Johnson County, Kan. Commissioner on the Republican ballot.

His opponent, incumbent Clay Wirt, beat out Coolidge by more than two to one, but the number of votes for the comic set some political pundits to wondering about the value of a famous name on the

(Continued on page 85)

Auditoriums and coliseums must pay more of their own way and lean less upon taxpayers, William H. Luther, manager of Greenville Memorial Auditorium, said recently upon his return from Louisville where he was elected president of the International Assn. of Auditorium Managers.

He sees important changes upcoming in the funding, management and construction of the big showplaces which have become fairly thick in the South in recent years and reported these changes topped conversations among managers assembled in Louisville.

"The trend is definitely toward letting the users pay the costs of operating an auditorium or coliseum," he said. "The days of 'thank God for the taxpayers' postscripts on budget proceedings are over."

The new chieftain of the 850-member managers group said officials in some larger cities are turning to corporate management in an effort to keep their operations in the black while smaller cities are looking toward more user revenues to better foundation fundings and operations.

He pointed to a recent study (Continued on page 94)

**VARIETY**  
Trade Mark Registered  
FOUNDED 1905 by SIME SILVERMAN  
Published Weekly by VARIETY, INC.  
154 West 46th St., New York, N.Y. 10036  
(212) 582-2700  
Cable: Variety, N.Y. Telex 1-26335  
**HOLLYWOOD, CALIF. 90028**  
1400 North Cahuenga Boulevard.  
(213) 469-1141  
Cable: Davar, Hollywood Telex 6-74281  
**WASHINGTON, D.C. 20007**  
1050 Potomac St., N.W. (202) 965-4301  
Telex 8-9568  
**CHICAGO, ILL. 60611**  
400 No. Michigan Ave.  
(312) 337-4984 Telex 2-53268  
**LONDON SW1A 1JX**  
49 St. James's Street, Piccadilly  
Phone: 493-4561  
Cable: Variety, London SW1 Telex 24547  
**PARIS, 75008**  
33 Champs Elysees  
Phone: 225-08-07 Cable: Variety, Paris  
**ROME, 00187**  
Via Marche 23, Phone 463-290  
Cable: Variety, Rome  
**MADRID, 6**  
Calle Lagasca, 104, Phone: 276-4262  
Cable: Variety, Madrid  
**SYDNEY, N.S.W. 2000**  
1-7 Albion Place.  
Phone 61-3124, Telex 22969

**SYD SILVERMAN**  
Publisher and Executive Editor

SUBSCRIPTIONS: Annual \$35  
Canada and Foreign \$38 (Surface Mail)  
Single Copies, 85 Cents

Volume 292 Number 3

Aud-Arena	84
Carroll-Carroll	64
Casting News	91
Chatter	93
Concert Reviews	74
Film Production Chart	40
Film Reviews	30
Financial	38
International	51
Legit	87
Music	74
New Acts	86
Night Club Reviews	85
Obituaries	95
Personal Appearances	82
Pictures	39
Pop Singles Chart	79
Television-Radio	54
Television Reviews	64
Top LP Chart	78

**DAILY VARIETY**  
Published in Hollywood  
by Daily Variety, Ltd.  
\$50 Year \$75 Foreign  
(Surface Mail)

8/23

**VARIETY**  
Subscription Order Form

Enclosed find check for \$ .....

One Year  
Please send VARIETY for  Two Years

To .....  
(Please Print Name)

Firm Name ..... Title .....

Street .....

City ..... State ..... Zip Code .....

**Regular Subscription Rates**  
(Surface Mail)  
**One Year—\$35.00 Two Years—\$67.50**  
Canada and Foreign—\$3 Additional Per Year

For airspeeded and direct airmail rates, contact your nearest Variety office (see box on right for addresses).

**VARIETY Inc.**  
154 West 46th Street New York, N.Y. 10036

## Media Tool Up For Papal Conclave

(Continued from page 2)

Orbe (City and World) blessing.

Best guess in the media is that the coronation will take place either the Sunday of Sept. 3, Sept. 8 (Day of the Blessed Virgin) or Sept. 10.

### RAI's Role

The Italian Broadcasting Corp. (RAI) pooled its eight-camera coverage of the funeral ceremonies for the world. According to RAI sources, live transmission went out to 26 countries in Europe and 56 countries elsewhere. In addition, satellite transmission to Mexico was relayed to all countries of Latin America. Potential audience was a billion viewers and listeners, RAI estimated.

The big RAI lensing staff at St. Peter's Square was directed by Luciana Ugolini, assisted by another distaffer, Adriano Tanzini. Live transmission of the funeral, over two hours, was warmly lauded by sizable U.S. teams from all three telewebs.

### 35-Plus From ABC

ABC News and ABC Special Events sent in 35 staffers and technicians, not including the ABC News office staff in Rome, headed by bureau chief Bill Blakemore. Blakemore had spent only one day on home leave when the call came to fly back to Rome. ABC foreign news assignment editor Bob Rodwin was on holiday in London when the Pope passed away and came hot footing to Rome to coordinate activity of correspondents Peter Jennings (European anchorman), Bob Trout from Spain, UN correspondent Lou Cioffi, Jack Laurence from London, Jack Smith from Paris and Kati Marton from Bonn, as well as special events exec Bob Seigenthaler and producers Bob Frye, J. William Milldyke (European bureau chief in London), Justin Friedland and Ray Kupiec (New York) and four ABC producers out of London — Arden Ostrander, John Boylan, Pete Simmons and David Bowen Jones. ABC had four coordination circuits with the New York desk, linked to Jeff Gralnick at the special events desk there.

ABC transmitted the transfer of the pope's body from Castel Gondolfo to St. Peter's in a 90-minute live coverage, lensed from "the only rentable helicopter in town" in what staffers said was an extra measure of coverage in a very competitive situation. Many of the staffers left Aug. 13, but will be coming back to cover the conclave and coronation.

### Praise For RAI

News producer Friedland noted the extensive cooperation RAI offered to the extent of turning over a studio sound stage to store equipment. "Assistance from RAI was splendid all the way in spite of the strain of meeting requirements during the August holidays," he said.

RAI also equipped the Hall of Benediction, looking down into St. Peter's, with transmitting equipment and monitors for more than 40 commentators — each flanked by a theological expert. ABC commentators during the funeral coverage were Frank Reynolds and Father Francis Murphy from Washington, D.C., while Peter Jennings, Bob Trout and Father Vincent O'Keefe commented during the two-hour ceremony from the Hall of Benediction in St. Peter's.

### CBS' Team Of 29

The CBS News and Special Events contingent of 29, working out of the CBS News bureau on Via Condotti, coordinated with Bill Eames, tv services bureau chief in Washington, and Rome bureau chief Pat Bernie. Four o&o staff teams from New York, Chicago, Los Angeles and St. Louis, along with two affiliate teams from Detroit and Mil-

waukee, covered the Vatican for CBS. Among them were Roland Smith and exec producer Dave Farmer (WCBS), Bill Curtis and Steve Lasky from WBBM (Chicago), Joseph Benti and Ted Savaglio from L.A.

CBS News vet Winston Burdett and Dan Rather, assisted by Father Joseph Lang, were seen live at St. Peter's Square during their commentary on what was to be the only unilateral camera other than RAI's video equipment. Special permission had been granted by the Vatican as a tribute to Burdett after more than 25 years of CBS news activity on this beat, but the other Yank webs soon got wind of the special arrangement and protested until the unilateral camera became a multilateral pool for all three.

### Filling The Lull

The CBS News office here had to forego the lull between the pope's funeral and the Aug. 25 conclave when the net decided to satellite tv coverage of the Bucharest meeting between the visiting Premier of the Chinese Republic and the Rumanian Chief of State. And when Prime Minister Hua completes his Eastern European swing to Rumania and Yugoslavia, CBS will again be warming up for the conclave and the coronation of the new pope.

"It was probably the most hectic August for CBS News in Rome," bureau chief Pat Bernie said, though she took added time out to express appreciation for the way RAI's international director Vittorio Boni assisted the media throughout.

### NBC's Contingent

NBC's v.p. for Special Programs, Nigel Ryan, was in charge of Rome coverage from his New York desk, while Gordon Manning v.p. of News Planning, headed the compact broadcast units on the scene. Commentary at St. Peter's Square was handled by Garrick Utley and Paulist Father Robert O'Donald — the latter brought in by NBC in 1963 for liturgical expertise when Pope John 23d died and for Pope Paul's elevation. Father O'Donald was a fast friend of the late president of NBC News, William McAndrew.

Also on hand for NBC coverage were David Smith, Jim Ruddle from Chicago, vet correspondent John Palmer from Paris and Jim Bitterman, recently appointed network correspondent in Rome. Mark Landsman, director of news for Europe, coordinated crews at this end. NBC News producers Greenberg, Ray Lockhart and Russ Tornabane worked the New York desks. NBC News bureau office manager in Rome, Elda Guglielmetti, took care of the influx.

### Manning's Views

According to Manning, there is lively interest in the U.S. for continued news and special events programs emanating from the Vatican and Rome. He said that papal candidates were accessible to the media despite Vatican legend that "the most popular candidate is generally still a cardinal when the conclave ends." U.S. candidates were particularly available and appeared anxious to talk about the state of the Catholic Church in the world today.

In singling out RAI for special mention, Manning said that RAI lensers were very familiar with the funeral ceremonies and "their camera work was just beautiful."

Manning, who normally specializes in political conventions and elections in the U.S., is staying on for what he called the "changing scene from day to day," and the three subsequent news events from conclave to coronation.

## Harvey & ABC Renew

Paul Harvey has signed a seven-year exclusive contract with ABC Radio. The pact, which was okayed by the ABC board Aug. 14, will extend the commentator's ABC stay to 34 years. It had been reported that Harvey was ready to sign with Mutual.

Harvey has two ABC programs — "Paul Harvey News & Commentary" and "The Rest Of The Story." They are heard daily on 770 ABC stations on the four ABC networks.

## WBZ-TV Swing

(Continued from page 60)

but I'm committed to Tom Ellis. We hired him. We have plans for him and he'll be on the air for Channel 5 no matter what the starting date."

### Released In May 1977

Ellis, whose three-year contract with WABC-TV was for \$240,000 the third year, was released by the station in May 1977, and has been at liberty since, although he was still under contract to WABC until inking the WCVB-TV agreement.

Thistle has already shuffled anchors for Ellis and will pair the new acquisition with Chet Curtis at 6 p.m., with Natalie Jacobson at 11 p.m. The duo have been coanchoring station's noon news for past three years. Current 11 p.m. anchor team of Jack Hynes and Anne McGrath will remain together as they shift to "Newscenter 5 Midday Report," noon news show. Hynes loses his anchor post during the 6 p.m. program, but will appear on the newscast with Ellis and Curtis to deliver special reports on the major local news events of the day. Thistle said he has created a production unit solely for Hynes whose reports will appear nightly.

"We've been trying," Thistle said, "to utilize everyone on our news team to their fullest. This new lineup accomplishes that. It allows us to put our anchorpeople, all of whom are excellent reporters, out on the street to cover stories. This will result in better and more local news coverage." He said that with all anchorpersons, including Ellis, also doing street reporting, WCVB will field the largest reporting staff of any Hub station covering local news.

## Siegel Move To WCBS Now Set For Sept. 25; WABC Revives 'A.M.'

Stanley Siegel, who played his last 9-10 a.m. WABC-TV New York show Friday (18), will move to WCBS-TV in a 1-1:30 p.m. show on Sept. 25. Siegel spent three years at WABC and moved the hour into respectable ratings. For a while after his arrival it was number one, but Phil Donahue's hour syndie talker against him ousted Siegel to second spot.

The WCBS deal, it was said, will also include "several" specials in prime-time access, 7:30-8 p.m.

WABC will continue to run Siegel specials through Sept. 6, the date Siegel's contract expires. After that it will revive "A.M. New York," a talk-formatted hour. In the beginning, the station said, it will use "name" guest hosts.

### Lovett Daily On ABC

Dan Lovett has been signed to broadcast a daily sports strip for the ABC American Entertainment Radio Network. A former sports-caster for WABC-TV New York, Lovett has been sports director of WJLA-TV Washington and is play-by-play man for the Washington Redskins.

The programs will be broadcast at 4:20 p.m. from the ABC News Washington studios.

## N.Y. Radio: Discreet But Richer

(Continued from page 60)

customers within a day or two. He said that the ratecard is being adhered to, but bulk rate to big users is still being given and a new contract with a large department store has been signed at the old bulk rate. He said (and the same situation holds at WPLJ) that movie ads are up 30-40%, and they are being charged for at somewhat less than ratecard on multiple buys. Movie companies, though, are regular radio users — if on a smaller level normally — but such business as employment agencies are being given ratecard quotations.

**One of the things the radio people are anxious to do is attract new businesses and keep them after the strike is over. The strike gives them the chance to do that, but nothing will be proven if the newcomers have to pay overly inflated rates. Trencher said he is carefully tracking the results of advertising on his station with the hope of documenting the success stories he is sure will come along.**

Television has not so far shown the effects of the strike as dramatically as radio. In the latter med-

ium, all that is required is a script for the already-present announcer. But tv commercials require production and Jack Bonanni, general sales manager of WABC-TV, said that the major effect of the strike so far has been an increase in time bought by accustomed users. He said that advertisers who normally spend \$10,000 might now increase that by another \$4,000 or \$5,000 — "but that's less than they spent on the papers." If the strike continues, of course, he, like the others, expects a vast upswing in business.

And he regrets that the effect, if it comes, will be felt in the fourth quarter. The WABC ratecard was revised upward just a short time ago, he said, and will get another boost next week. But that, he said, is normal for this time of year. Even if tv proves its effectiveness, he thinks, the high fourth-quarter prices may scare away repeat business when the strike is over. Bonanni would rather the strike had come in June or July when tv inventories are higher and demand is lower.

## Flagship Skeds Now In Place

(Continued from page 60)

Tune" game, which was bought by the ABC o&o's for the 1978-79 season.

WNBC has picked up a WCBS reject, Viacom's "The \$25,000 Pyramid," which will continue with first-run production. It'll run Sunday at 6, beginning Sept. 17.

Two other new syndicated half-hours will also find their way on to WNBC's schedule next month, Lexington Broadcast Services' "Hee Haw Honeys," a country music-comedy series put together by Yongestreet Productions (which does "Hee Haw"), to be slotted Saturday at 5, and JWT Syndication's "Comedy Shop" for Sunday at 3. The latter features Norm Crosby as host to a gaggle of stand-up comics, both veterans and newcomers.

"Pyramid," "Honeys" and "Comedy Shop" could be hustled into an access time period in the winter if one of the regular series falters.

### Nothing New On WABC

WABC has no new access shows this season at all. The station has cancelled Columbia Pictures TV's "Special Edition" and replaced it with the pickup from the NBC o&o's, "Name That Tune."

The two "Hollywood Squares" half-hours from Rhodes Productions return to their 7:30 time periods on Monday and Wednesday. Jim Victory's "Match Game, P.M." moves from Friday to Tuesday, Len Firestone's "The Gong Show" goes from Tuesday to Thursday, "Name That Tune" is down for Friday, and 20th Century-Fox TV's "That's Hollywood" will run Saturday (where "Special Edition" as slotted).

WABC's returning pubaffairs series "You" continues Saturday at 7, and the station will continue to rely on movies as its weekday-afternoon (4:30 to 6) and weekend latenight rating-getters.

WCBS remains the same on Monday, with ITC Entertainment's "The Muppet Show," and on Saturday, with Len Firestone's "Candid Camera." Worldvision's new "The Next Step Beyond" suspenser checks in on Tuesday, pushing the pubaffairs "Channel 2 Eye On" to Thursday.

The quasi-pubaffairs documentary "World War II: A G.I. Diary," from Time-Life Television, with narration by Lloyd Bridges, is the

Wednesday offering, replacing "The \$25,000 Pyramid."

Friday introduces ITC Entertainment's "Bonkers," starring the Hudson Bros. in a comedy-variety half-hour, which will replace "World Of Survival."

Robert D. Wood, the coproducer of "The Cheap Show" with Chris Bearde (which 20th Century-Fox is distributing) and the former prez of CBS-TV, probably will not be thrilled by WCBS's scheduling of "Cheap Show" out of access, in the graveyard Saturday-at-6 time period.

Group W Productions' "The Mike Douglas Show" stays at 4:30 p.m. each weekday on WCBS, Stanley Siegel begins his new half-hour talk strip at 1 p.m. on Sept. 25 and the new "EveryDay" variety strip from Group W is slotted at 9 a.m., beginning the first week in October.

## Syndie Briefs

(Continued from page 60)

Myers gets eight commercial minutes plus billboards; the stations get eight also, plus a mid-break spot.

### Gardening Inserts

King World Productions will syndicate a new series of 90-second inserts on gardening. Called "Good Growing," the series will be narrated by writer Allan A. Swenson.

The 130 inserts are being produced at WGAN-TV Portland, Me.

### 'Van Dyke' At 41

Viacom has sold "The Dick Van Dyke Show" series to four new markets, bringing the skein's roster to 41 stations.

The new outlets are KHTV Houston, WHAS-TV Louisville, XETV San Diego and KENI-TV Anchorage, Alaska.

### Spooky Special

Viacom has made available for syndication an animated Halloween special titled "The Devil & Daniel Mouse," which it has already sold to the five NBC-TV o&o stations.

The special is being made by Nelvana Productions Ltd. of Toronto, producers of last year's "A Cosmic Christmas," which Viacom also distributed. Michael Hirsh and Patrick Loubert are producing the show, with Clive Smith as director.