

## NIelsen RATINGS

1. (1) **Cheers Special**, NBC  
29.5 rating, 27.5 million homes
2. (2) **60 Minutes**, CBS  
21.1, 19.6 million homes
3. (4) **A Different World**, NBC  
20.2, 18.6 million homes
4. (6) **Designing Women**, CBS  
18.9, 17.6 million homes
5. (7) **Murphy Brown**, CBS  
18.9, 17.6 million homes
6. (9) **Empty Nest**, NBC  
18.6, 17.3 million homes

Listings include the week's ranking, with full season-to-date ranking in parentheses, rating for the week, and total homes. An "X" in parentheses denotes one-time-only presentation. A rating measures the percentage of the nation's 90.4 million TV homes.

# Good-bye NCTV: stv is on its own

**U**NC Student Television soon may take part in a new national network called U-Net in order to compensate for the recent financial difficulties of National College Television. However, keeping a national audience may not help stv's own lack of funds, and the station may change its format to include regular advertising.

Since this summer, NCTV has not been able to broadcast any shows, including stv's *general college*. This means that *general college* and other nationally-syndicated shows will not

## BRYAN TUCKER

T.V.

get the money or publicity they expected this semester.

"We will submit some of our work to U-Net as soon as the producers feel they are ready," said Doug Holmes, stv station manager.

To appear on national television, a local college network, like stv, submits its shows to a national company. If the company selects the show from among the many entries, the local show gains widespread publicity and, perhaps, financial backing. U-Net will not provide financial backing for the local shows, but it has ties with other markets, such as the Comedy Channel, that may want to run them.

U-Net was established in 1989 and is run by professionals and students out of Brown University in Providence, Rhode Island. Because U-Net participates in a partnership with the National Association of College Broadcasters, it will show student-produced shows, films, lectures and performances. Currently, Syracuse University, Hastings College and

Emerson College are some universities that broadcast on U-Net.

U-Net has been much more responsive to stv than NCTV, and it allows more freedom in scheduling, Holmes said. "We can submit any kind of programming we want, and we decide how much or how little," he said.

U-Net will not edit any of the shows, but it has the right not to show them.

"General college is looking into U-Net, and we may switch if NCTV does not respond by January," said producer Beth Bache. Bache talked to NCTV a month ago, and has not been able to reach them since. She said that NCTV "definitely wanted to keep the show." However, if the network is not running it by next semester, Bache said the show would switch networks.

Although U-Net does not provide finances for the shows it picks up, *general college* will try to appear on the network in order to keep its national viewing audience. Several new episodes have been produced this year, but can only be seen locally.

Holmes said the financial lack caused by the loss of NCTV financial backing has made advertising a valuable resource. Newly appointed ad-

vertising manager Chris Mode has been approaching businesses and advertisers to look for ways to remedy the situation, he said.

The budget for stv is partially based on money projected from fundraisers during the upcoming year. This year the station must collect \$8,300. Holmes said: "We won't be able to raise as much as we had hoped. We are saving a lot, but it won't look good when we send the next budget proposal to Student Congress. It might have been different if NCTV was still functioning as planned."

Stv is always in need of money to repair or buy equipment, pay local programming managers and finance publicity and insurance. People at the station are currently looking into fundraising ideas for the future. Bache said NCTV had helped with funding, but it was never a solution to the constant financial problems.

Recently, *Off the Cuff* has made exchanges for advertising with Granville Towers and Dominos Pizza. Producer Russ Corey said, "Advertising is the best way to get businesses on your side."

Corey said he had worked hard this summer to get the show seen on a national level. After getting little response from NCTV, Corey decided to talk to U-Net, who he said seemed very willing. A special show will soon be sent to the network.

"There's nothing we wanted more than to be on NCTV," he said. "It brought a lot of good things to *general college*, and it's just sad."

Unfortunately, NCTV may be causing some problems for *general college*, said Bache. The network has several unaired episodes of the show, and stv does not have copies of them here. There is no contract for the newest episodes so they have not been sent to NCTV, she said. "We are still trying to keep in touch, but I haven't gotten much feedback lately."

## T.V. BRIEF

*Equal Justice*, a one-hour legal drama about the professional and personal lives of district attorneys, will replace the canceled crime musical *Cop Rock*, ABC said Tuesday.

*Equal Justice*, which first aired last season as a midseason replacement, will return to ABC's schedule Wednesday, Jan. 9, said Robert A. Iger, president of ABC Entertainment. The series' executive producer is Thomas Carter, who won an Emmy Award for directing the pilot episode.

ABC made its first series cancellation of the season Monday when it axed the low-rated *Cop Rock*, created by Steven Bochco, whose previous successes included NBC's *Hill Street Blues* and *L.A. Law*.

ABC said its last *Cop Rock* showing would be on Dec. 26.

— Associated Press

## WHY YOU SHOULD BUY THE IBM XT COMPATIBLE COMPUTER!!!!

THROUGH Our Nationwide Group Buying Power We Are Offering An Unheard Of Limited Time Value In An IBM Compatible Computer System. Compare This MAGNAVOX 8088 HEADSTART System With Other IBM PC Compatible Computers Costing Twice The Price.

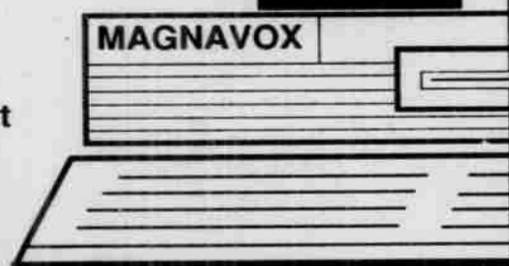
## MAGNAVOX EXPLORER LIMITED OFFER! DO NOT WAIT!

RESERVE YOURS AS SOON AS POSSIBLE !!!!

EVERYTHING IN ONE BOX, FOR YOUR CONVENIENCE !!!!

CGA Color Monitor  
40 MB 28 ms Hard Disk Drive  
3 Button Mouse  
512K Ram, Expandable to 640K  
1 XT Half Card Expansion Slot  
3.5" 720K Floppy Disk Drive  
8088 1-10 MHZ Switch-Processor  
CGA, MDA  
Hercules Video Graphics  
1 Parallel Printer Port  
RS232 9 Pin Port  
1 Game Port, 1 Mouse Port

INCLUDES  
40 MB



Suggested Retail !!  
\$1,495.95  
**OUR VALUE**  
**\$695.95**  
For Freight & Tax Please  
Add \$55.00

**SOFTWARE**  
MS DOS 3.31  
GW Basic  
Explorer Environment Includes:  
Word Processor, Calculator  
Date Book, Calendar, and  
Filing

MAGNAVOX ON - SITE WARRANTY

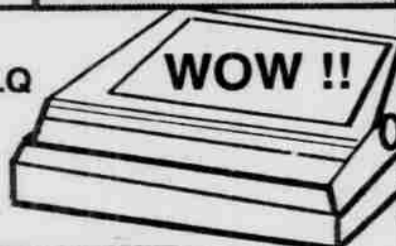
MAGNAVOX

Complete your system with this  
E938PP, 192 CPS, 9 PinPrinter, NLQ

Regular \$199.95....

**SALE PRICE \$149.95**

For Freight & Tax Please Add \$15.00



**A&M SALES, INC.**  
3000 Bethesda Oaks, Suite 403  
Winston-Salem, NC 27103

**NC 1-800-822-0357**  
**Outside NC (919) 765-7154**

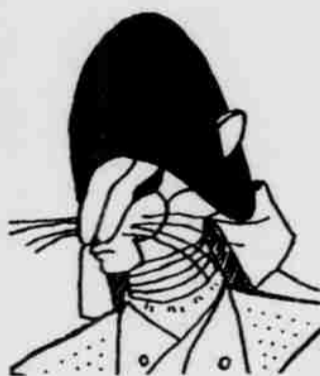
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
 Check/MO  VISA  MASTER CARD  
Card No. \_\_\_\_\_  
Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_

Please rush me the  
MAGNAVOX IBM  
Compatible XT  
Computer.

With Printer   
Without Printer

Expect delivery in 2 - 3 weeks

# ENCORE!



**THE NUTCRACKER:  
A PLAY**  
adapted by David Hammond  
from the tales of  
E.T.A Hoffmann

A revival of last season's smash hit. The familiar story comes to new life in a magical theater retelling.

**Nov. 28-Dec. 22**

Added performances Sunday, Dec. 16 at 8 p.m. and Saturday, Dec. 22 at 2 p.m. Many performances were sold out last season—buy your tickets early!

Co-produced by Wachovia Personal Trust Group  
**INCREDIBLE STUDENT PASS AVAILABLE.** With the Incredible Student Pass you can see *The Nutcracker: A Play* plus three other great plays: *The Miser* by Molière, *Scenes from American Life* by A.R. Gurney, Jr., and *Pericles* by Shakespeare. All for only \$30! Or you can see the last three productions for only \$25. To buy your Student Pass, just show your student I.D. at the Paul Green Theatre Box Office. (Limit two per I.D.)

All performances are in the Paul Green Theatre, Chapel Hill. Visa and Mastercard accepted. Discounts also available for senior citizens, children under 18 and groups of 10 or more. Gift certificates available. Box office: 12-6 Mon.-Fri. Tickets: 962-PLAY.

**PLAYMAKERS**  
REPERTORY COMPANY