

Briefs

'JFK' study guide fails

The L.A. County Board of Supervisors is opposing distribution of a study guide based on the Oliver Stone film "JFK" to area high schools. The board voted Tuesday to send a letter to school districts across L.A. County asking them not to use the "JFK Study Guide," distributed by Time-Warner Inc. The board also will write Time-Warner to object to the guide, which it said was "inappropriate and misguided" for the classroom because of its tie to the controversial film. A Warners spokeswoman said the guide was written by New York-based Learning Enrichment with Stone's approval.

Trumbull effects Chicago

Special effects and technology pioneer Douglas Trumbull has been signed to spearhead the development and design for the Chicago International Entertainment Center, a proposed \$2 billion family entertainment and casino complex being designed for the Chicago area. Circus Circus, Hilton Hotels and Caesar's World are financing the project.

Bogdanovich ads up

Peter Bogdanovich has signed with Harmony Holdings to represent him for commercial production and rock videos. This marks the director's first foray into either arena. "A director must keep shooting in order to remain at his or her creative peak," Bogdanovich said in a prepared statement. "It will be a challenge to express an idea in 10, 15, or 30 seconds." Bogdanovich's latest film is the farce "Noises Off" for Touchstone Pictures.

U.K. casting merger

Britain's two extras casting agencies, Atmos Casting and Central Casting, have merged. The new service, Central Casting Atmos, will be able to provide "the biggest and most comprehensive crowd casting service in Europe," said Atmos managing director Lesley Reid, who heads the merged agency.

Feeling a draft

Cable network ESPN averaged a 3.5 rating on the 5½ hours of NFL draft programming that began at 8 a.m. PDT on Sunday, making the lengthy show a huge hit. The rating translates to nearly 2.1 million viewers. ESPN usually averages a 1.5 rating during those Sunday hours, a spokesman said.

Coleman case ready

Ex-child star Gary Coleman's 1989 lawsuit against his former business manager and his parents, who acted as personal managers, is set to go to trial next week in Superior Court in Santa Monica. The suit claims the defendants cheated him, mismanaged his assets and lost large sums of money through bad investments. A pretrial hearing is scheduled for Monday.

Easton faints on stage

Singer and actress Sheena Easton fell sick and fainted Wednesday during a matinee performance of Broadway's "Man of La Mancha." Easton was to remain overnight at Roosevelt Hospital for observation, a publicist said. Easton's vital signs were stable, and she was alert and responsive. The nature of her illness wasn't known. Understudy Joan Susswein-Barber finished the show and received a standing ovation.

Mickey brings \$19,500

An original colored production painting of Mickey Mouse as the sorcerer's apprentice in the 1940 movie "Fantasia" has sold at auction for \$19,500 in London, Christie's says. It was bought by an anonymous collector Monday at an auction of animation film art from the studios of Walt Disney, Warner Brothers, Hanna-Barbera and Gracie Films that grossed \$465,600. A rare black-and-white item from the Walt Disney 1933 cartoon "The Mad Doctor in His Laboratory" went for \$18,700.

Pittman says 'Smart TV' choice of new generation

By Donna Parker

Comparing "Smart TV" to the invention of the telephone, Time Warner Enterprises president and CEO Robert Pittman outlined a plan Wednesday to capture the buying power of a new generation through interactive television at the Promotion Marketing Association of America's second annual Entertainment Marketing Seminar.

"My grandparents had the telephone introduced past their childhood, and I don't know about your grandparents but mine only have one phone in the house," Pittman said at the Sheraton Universal.

"Our generation had TV introduced at an era when we could absorb it. Now we have computing power, introduced into the home of my 8-year-old, your kids, and the question becomes 'What will they accept that we won't accept?'"

Pittman, who was instrumental in the creation of MTV and its sister cable services Nickelodeon and VH1, told a roomful of marketing experts that through the use of the cable converter and the personal computer, the consumer will be offered a range of options, from buying groceries to screening visitors at the front door.

"Ten years ago no one would have predicted the success of cable," said Pittman. "With 'Smart TV,' in 10 years, for example, you and I will be able to talk on the phone with the local car salesman and select the car we want to buy.

"If you're looking for a ski parka, basically you tell your TV you're looking for a ski parka, it'll go through 50 digitized catalogs, pick them all out for you and let you choose (the type) of shell, in blue or red and it will show you pictures."

Pittman told The Hollywood Reporter that in addition to marketing firms, the movie industry will reap great rewards.

"Hollywood will be the major beneficiary of 'Smart TV,'" he said after the conference. "It's a new promotional vehicle and also there's a million uses for the existing libraries Time-Warner can offer. That's also the beauty of this. We're making technology work for the people — technology that's finally here."

Pittman said the age group that will fully embrace the new technology is the computer generation, the 8-year-old-and-under group, due to their acceptance of the established technology. □

Kodak unveils more new film

By Doris Toumarkine

NEW YORK — Integrating recent imaging advances in sharpness, finer grain and tonal range, Eastman Kodak introduced Wednesday its first medium speed negative film stock in its EXR family of products.

Called Eastman EXR 200T 5293/7293, the new film, with a 200 speed under tungsten light, offers imaging characteristics similar to Kodak's popular 100T, 5248 product, but because of its higher speed, the new 200T stock offers more depth of field.

Filling a gap between Kodak's 100T stock and the 500T 5296, the new 200T film also affords a more grain-free image than the high-speed 500T (HR 4/29).

The new film, part of the EXR family Kodak introduced in 1989, also allows cinematographers to reduce the level of key light by half without significantly compromising image quality and serves as an alternative to using high-speed stocks for shooting interiors, night exteriors and other low-light situations. □

Kodak vp and general manager of Motion Picture and Television Imaging Joerg Agin said it will give cinematographers a lot more options for solving problems that arise in different production situations.

In the 16mm format, which Agin said also tested out as "clearly superior" to past stock, the new 200T will replace Eastman color negative 7292.

Kodak publicist David Harney suggested that the 200T's 16mm version, because of its high quality, will become the cost-effective stock of choice for many TV producers.

At a demonstration of the new stock at Wednesday's press conference at Kodak's Midtown headquarters, Kodak executives cited the texture detail, notable in blacks, the tonal range, shadow detail and color qualities evident in the footage screened.

Kodak's 200T 5293/7293 is available in limited quantities now and will be more widely available in August, the company announced. □