

dam Hussein wants an hour."

There's nothing fundamentally wrong with going after "gets," Chung concludes. "The real issue," she says, "is degree." Reporters, she says, "need to walk

a fine line: sympathetic enough to 'get' the interviewee, but not so tame that they become the person's mouthpiece."

Better coordination within network news departments, she suggests, "can

help limit the overkill and restore civilized behavior." But the discipline will have to be self-imposed. "The public," Chung notes, "isn't demanding any changes." ■



Foxy daughter

While other daughters on the set of WFLD-TV Chicago's *Fox Thing in the Morning* for Take Your Daughter to Work Day drew pictures, played with pets, or demonstrated interest in their parent's work, anchor Bob Sirott's "daughter" Heather—shown here in demure dress—smoked, drank beer, and demonstrated interest in weatherman Rick DiMaio. Heather was actually model-actress Karina Thomas, featured in a running gag in the April 23 broadcast.

Sony buys Sunbow

Folds kids programmer into family division

By Joe Schlosser

Looking to beef up its children's programming library, Sony Wonder last week acquired New York-based Sunbow Entertainment LLC.

Executives at the five-year-old children's and family division of Sony Music say they were looking for other ways to create properties in the children's TV arena.

"We already have a creative staff at Sony Wonder that does very well; adding Sunbow gives us an additional dimension," says Sony Wonder President Ted Green. "This is not a replacement dimension; it's not about cutting. It is really about building the business, and we are going to give Sunbow a lot

of freedom to go about doing what they do best, which is to create kids programming and kids properties."

C.J. Kettler will stay on as president of Sunbow, which produces and distributes such children's shows as the PBS series *Salty's Lighthouse* and *Zippy the Pinhead*. Sunbow, which started in the children's programming business in 1978, has remained active in producing and distributing product for ages preschool and up.

"I think this is a brilliant match of skills, and with the intent to keep the companies pretty separate, it should work out well," says Kettler. "It allows us the creative freedom to continue to develop and acquire the high-quality programming we are known for." ■



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