

Top of the Week

Closed

HOLLYWOOD

Pondering 'PM'

Very intriguing, but let's wait and see. That's the general consensus among broadcasters who have talked with Eyemark Entertainment about the possibility of bringing *PM Magazine* back to access time slots next year. The prospect of a revived *PM Magazine* has piqued the interest of some stations that carried the original series, including top 50 market outlets in the Post-Newsweek and Jefferson-Pilot groups. The CBS O&Os' ultimate game plan in access next year will have a major impact on Eyemark's decision on whether to bring back the Group W Television franchise. And at this stage of the game, the CBS stations are keeping their options open, with plans to try a number of strategies this fall in various markets. While the overall access landscape is expected to undergo considerable churn in fall 1998, one show that's expected to stay put is *Entertainment Tonight*. The CBS stations are said to be close to sealing a multiyear renewal with Paramount for the studio's access workhorse.