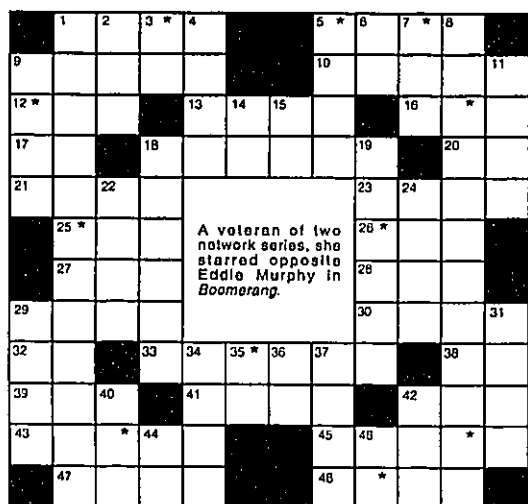


CROSSWORD PUZZLE

SOAP TALK



A veteran of two network series, she starred opposite Eddie Murphy in *Boomerang*.

'Santa Barbara' becomes ghost town

By Candace Havens

The verdict is in on *Santa Barbara*, and it's not good. Effective Jan. 15, 1993, *SB* will end its run on NBC and will be replaced by an hour of game-show programming.

What are the network programmers thinking? Does the world really need another game show? I know the same thing is often said about soaps, but *SB* has some of the best acting, writing and direction seen in the daytime arena. The only reason it didn't get better Nielsen ratings was because it was shown at odd times, even as early as 9 a.m., and nobody watches soaps at that time. Even at that, it still pulled in a fairly decent share.

It appears the network is dumping the show to help the relationship with its affiliates, who believe that a game show would pull in more of the market share than a soap opera. In theory it makes sense, because *SB*'s biggest competitor for the time slot is *The Price Is Right*. Yet many of the affiliates have run game shows in the same time slot, with poor results.

A similar case occurred just a few years ago when a new soap, *Generations*, wasn't gaining ground as fast as NBC thought it should and was canceled. *Generations* was a hip, upbeat soap, but it was aired at off times and didn't get the ratings the network wanted. The fact is, it wasn't really given a chance. Millions of fans were disappointed at the demise of the show, just as they will be when *SB* breathes its last.

SB is a soap that people get hooked on instantly. You don't need to know a lot of the history to understand it, because each story stands on its own. The writers use strong characters along with witty, innovative dialogue.

It is difficult to be objective when a show like *SB* is taken off the air without being given a fair chance to succeed.

If you are a fan, you can call or write your local affiliate and let management know what you think, or send your letters to the address below, and I'll pass them along to the network.

Send your comments to Candace Havens, Soap Talk, P.O. Box 961009, Fort Worth, Texas, 76161-1009.

The answer to the Crossword Quiz is found within the answers in the puzzle. To find the answer, unscramble the letters noted with asterisks within the puzzle.

ACROSS

1. *We Are the World* or *Wind Beneath My Wings*
5. Alphabetic tourname
9. With 8 Down, talk show hostess (3)
10. Cruising (2)
12. David Letterman's state of birth: abbr.
13. *Life* with Jane Pauley
16. Recipe abbr.
17. Word in title of Dwayne Schneider's series
18. Old series about 2 ghosts
20. Eggars' insignia
21. Vicki Lawrence role
23. Semiprecious stone
25. Bonanza role
28. Flower's need
27. Simon-Simon connector
29. Magic's org., once
30. Notice
32. Weight: abbr.
33. Candice Bergen role
38. Entertainer Don
39. West
41. Dorothy's companion
42. Negative vote
43. Role on *L. A. Law*
45. Late Sal
47. Puts 2 & 2 together
48. Daredevil Knievel
14. Insignia for one who sang *Love Me Tender*
15. Monogram for star of *The Godfather*
18. Type of bicycle
19. Regular on *60 Minutes*
22. Ending for move or pave
24. Arrests
29. *_____* malar
31. Child's toy
34. Western Indians
35. Initials for Tatum's dad
36. Part of a qt.
37. *America's Funniest _____ Videos*
40. Terminate
42. Wind direction: abbr.
44. Dog tag, for short
46. # of daughters for the Huxtables

DOWN

1. Popular serial (2)
2. *The _____ Man Who Cried Wolf*: '70 TV movie
3. Lear's monogram
4. Start of scope & plane
5. Star of *My Little Margie*
6. Altitude: abbr.
7. Suffix for harp or real
8. See 9 Across
9. *The King and I*'s locale
11. Peak

