

# How Three HBOers Get Their Acts Together

When it comes to coordination, it seems that several HBO staffers might just be double jointed.

And for Talent Coordinators **Carol Harlocker** (Sports) and **Risa Bramon** (Original Programming) and manager, On-Air Talent Promotion, **Arthur Badavas**, bringing together several of the crucial elements of an HBO production is a talent itself.

Carol Harlocker admits that finding talent, negotiating guest appearances and meeting/greeting the sports stars for the 60 shows produced annually by the Sports Department presents a physical and mental workout.

After the producers decide what talent they want for a certain show, Harlocker actually goes out and locates them.

She is responsible for getting the major football star in the studio for commentary on "Inside the NFL." And she makes sure that a sports celebrity like Muhammad Ali gets to the right hotel so that he makes the HBO taping.

Harlocker, who has been with HBO for over four years, enjoys sports herself, especially tennis and running. She likes to keep in top form for times when she has to track down an elusive player.

For instance, when the NFL playoffs were completed on a Sunday, she needed to find guests for Wednesday's show. Recounting her experience, Harlocker explains: "The winning team stays in training, and the losing team flies off, scattering everywhere. I had two days to come up with the top people. That is particularly hard when nobody is available."

Once, when in pursuit of talent, she even called Terry Bradshaw at his ranch.

"He was on the tractor and wouldn't come to the phone," she recalls.

One of her spinoff responsibilities is to work with the other talent coordinators when guests are taping shows.

"When Sugar Ray Leonard was scheduled for 'Inside the NFL,' I found out that he was also scheduled for 'HBO Magazine.' Risa Bramon and I coordinated the taping and saw to it that both divisions used the star on the same day — cutting cost and effort on both sides," she notes.

Risa Bramon finds and books guests for Original Programmings' "HBO Magazine" and "Cinemax Screening Room." She also is conducting a national search for comedy talent to find



On the set of "HBO Magazine": Bramon, Robert Duvall and Eric Fryer (stars of "The Terry Fox Story") and Badavas.

new faces for upcoming HBO shows and continually scouting for acting talent for Original Programming and Made-For-HBO movies in New York.

"My goal within Original Programming is to not only find the talent — but to develop and work with that talent in a mutually supportive relationship," she says.

When she is matching a star with a show, she is regularly on the phone to a manager or public relations person to keep up with the star's schedule.

Bramon, who came to HBO last year from Lorimar Productions, recalls that she spent three months working on getting Robert Duvall to appear on "HBO Magazine."

"First, he almost never gives interviews; then, he's a big star and impossible to pin down. But because of his love for the HBO project, 'The Terry Fox Story,' we were finally able to work something out," she says.

Arthur Badavas, like Bramon and Harlocker, finds that resourcefulness is fundamental to the job.

Badavas books the talent for the tune-in promos as well as for the 6 to 10 minute featurettes about upcoming shows that his department produces.

With the increasing amount of made-for-HBO movies, Badavas reports that On-Air Promotion is making more featurettes. After the feature is made, Badavas, along with the On-Air production team, plans the featurette that will

promote the program. Then, he contacts the appropriate stars, enticing them back for another round before the camera.

"In a few short minutes, they can get across a lot of behind-the-scenes information on an upcoming show, says Badavas, who was manager of Creative Services at NBC for nine years before coming to HBO last year.

Although Badavas and Bramon admit that "hobnobbing" with talent is simply their job, Harlocker admits that she's "still always surprised that the stars are just like the rest of us."

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## Promotions Announced

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senior vp., Network Operations and Corporate Development, which will include the Corporate Development Department headed by **Bob Bedell**.

In the HBO Entertainment Group, **Steve Scheffer** becomes executive vp., Film Programming and **David Meister** becomes senior vp., Cinemax and Program Services. **Seth Abraham** becomes senior vp., Programming Operations and Sports, and will broaden his responsibilities to include the Research and Scheduling Departments headed by **Bob Maxwell** and **Mack Perryman**, respectively.