

New welfare program yields promising results

By **BETH SILVER**
Associated Press Writer

ST. PAUL, Minn. — A Minnesota pilot welfare project that combines a work requirement with generous cash benefits shows promise for moving long-term recipients off assistance, traditionally the toughest group to help.

According to a study being released today, the program was most successful in urban areas, where long-term single parents were 39 percent more likely to be employed and 16 percent less likely to continue living in poverty.

Long-term clients are those on assistance for more than two years.

"It is among the most significant efforts

in the nation and it is now proved to be so," said Deborah Huskins, assistant commissioner at Minnesota's Department of Human Services.

However, the study of 9,000 welfare recipients found the program did not move people off the welfare rolls any faster.

And it cost the state \$45 more per person than the old welfare program, called Aid to Families with Dependent Children.

"It's awful early to say that we have any answer to the long-term dilemma or even the medium-term dilemma," said Sid Johnson of the American Public Welfare Association.

Like other states, Minnesota's welfare rolls have dropped over the past few years, down 19 percent since 1993.

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Families on the pilot project received benefits until their combined incomes reached \$22,470, or 40 percent above the federal poverty level, for a family of four.

Under AFDC, they would have lost assistance once their income reached about \$13,600.

"Not only did (Minnesota) increase employment . . . more unusual is that it reduced poverty for people who were working," Knox said.

Sontha Reine of Minneapolis, who has been on assistance since her husband left five years ago, said the differences between AFDC and the trial program were astounding.

But the pilot program found a way to increase employment while reducing poverty — a unique achievement, said the report by Manpower Demonstration Research Corp. of New York, a social science research firm that has evaluated dozens of welfare-to-work programs across the country.

Welfare reforms that push people into jobs often fail to pull them out of poverty because the work pays so little, the research firm explained.

The key was requiring single adults to start working within two years of receiving benefits while also allowing them to keep more of their monthly welfare check,

Former NBC entertainment head dies of cancer at age 48

By **JOHN HORN**
AP Entertainment Writer

LOS ANGELES — Brandon Tartikoff, the former NBC programming wizard who transformed primetime television in the 1980s with such landmark shows as "Hill Street Blues," "L.A. Law" and "The Cosby Show," died yesterday of Hodgkin's disease. He was 48.

Tartikoff died at UCLA Medical Center, where he had been undergoing chemotherapy. The onetime chairman of Paramount Pictures was hospitalized earlier this year after suffering his third recurrence of the disease, an often fatal cancer of the lymph nodes. He had battled it off and on since he was 23.

Tartikoff became the youngest entertainment president in network history in 1980 when he took over NBC's moribund programming at age 30. He promptly turned the lowest-rated network into the nation's most popular through groundbreaking comedies and dramas, including "Cheers," "Family Ties," "Miami Vice" and "The Golden Girls." NBC was the No. 1 network for five consecutive seasons under his leadership.

In the 1982-83 season, his first building of the schedule from top-to-bottom, Tartikoff's slate included "Cheers," "Family Ties," "Knight Rider," "The A-Team" and "St. Elsewhere."

Other highly rated series he introduced included "Night Court,"

"Hunter," "Highway to Heaven," "Matlock," "227," "ALF" and "Empty Nest."

He left NBC for Paramount, where his 15-month tenure was met with mixed results. The studio released the smash hit "Wayne's World" as well as the disappointing "1492: Conquest of Paradise" during that time.

He left Paramount in 1992 to spend more time with his daughter Calla, who was seriously injured in a car crash at the family's Lake Tahoe vacation home.

Most recently, he was hired by America Online in March to bolster its development of online programs focusing on the entertainment industry. He previously had served as head of New World Entertainment

and ran his own production company, called H. Beale, named after the "mad prophet of the airwaves" character in the movie "Network."

Tartikoff's management of NBC's schedule made him one of show business' brightest lights, and he generally succeeded through innovation, not sleaze. In his first season with the network, he introduced "Hill Street Blues," a low-rated police series that he stuck with while it won critical acclaim and developed a loyal following.

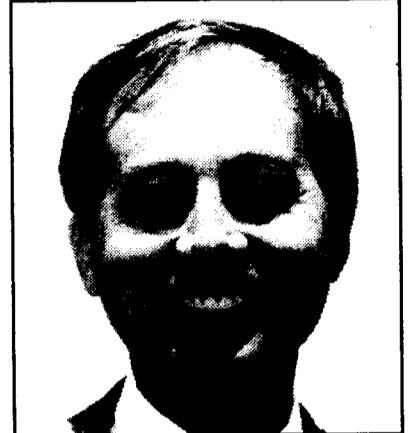
In one of his last years at NBC, the network introduced "Seinfeld." NBC also had its share of celebrated failures during Tartikoff's watch. They included "Manimal," "Beverly Hills

Buntz," "Bay City Blues" and "Berrengers."

He was pilloried by the media for broadcasting a "news" special by Geraldo Rivera about Satanism, and in his typical self-deprecating style, Tartikoff brought the incident up himself for years afterward.

Tartikoff was born on Jan. 13, 1949, in Freeport, N.Y., a Long Island suburb of New York City.

Tartikoff is survived by his wife, the former Lilly Samuels, a dancer with the New York City Ballet whom he married in 1982. The couple had two children, daughters Calla and Elisabeth. He is also survived by his father, Jordan, of San Francisco and a sister, Lisa Rosenthal of Burlingame.



Brandon Tartikoff
former NBC entertainment president

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