

# Fall brings new syndicated shows

Information, variety, comedy and animated shows among offerings

The day of reckoning has come for a new crop of syndicated programs. Beginning with last January's NATPE International convention, syndicators have been busy seeking clearances for a fall season marked by a bumper harvest of new first-run offerings, including LBS's *Inday*, a two-hour block for daytime, and Paramount's *America*, an hour-long local news lead-in.

Randy Reiss, president of Paramount Domestic Television and Video Programming, said that clearing *America* has been "easier than we thought" and called the lineup of 113 stations for the show "good, demanding stations." *America's* producers, Paramount and Post-Newsweek, have invested \$22 million to \$25 million in the show.

Henry Seigel, chairman of the board of LBS Communications, said *Inday* has been cleared in 85% of the country, and he expects that figure to reach 90%. While some reps have said the show may suffer from appearing on a lineup of weaker independent stations, Siegel is not concerned. "My only concern is that stations promote" the show, he said.

Among the new offerings are three first-run, weekly sitcoms. *Small Wonder*, distributed by Metromedia Producers Corp. and produced by the New Program Group, debuted on Sept. 7 at 6:30 p.m. on WNEW-TV New York and scored a 10/22 in the Nielsen overnight ratings. It debuted at 7 p.m. on the same day on KTTV(TV) Los Angeles and scored an 8/16; on WFLD-TV Chicago, at 6 p.m., it did an 8/17.

*What's Happening Now*, distributed and produced by Columbia Pictures Television in association with LBS, did a 8.7/20 in Nielsen overnights when it debuted Sept. 7 at 6 p.m. on WNEW-TV, and a 7.3/18 on WFLD-TV Chicago at 5 p.m.

To make a first-run production a "firm go," many of this year's productions are relying on cash clearances. (The third first-run sitcom this year, LBS's *It's A Living*, is being sold on a barter basis.)

Bill Kunkel, vice president of marketing and sales for Tribune Entertainment, says cash sales (or cash plus barter) are one way to insure recovery of production costs from shows.

The late-night daypart will see the addition of two new shows, the Viacom-distributed *Comedy Break with Mack and Jamie*, and Orbis's *Comedy Tonight*. Lucille Sallany, vice president for programming at Taft Broadcasting, said that off-network product, such as *Dynasty*, will also present some late-night competition.

This year's offerings also include two groups of "copy cats." Six new game shows will attempt to follow in the footsteps of *Wheel of Fortune*, and a number of animated shows will try to duplicate the success of *He-Man & Masters of the Universe*, playing in afterschool time periods. □

## What's new in first-run for syndication, 1985

(\* indicates strip)

	Syndicator/producer	# of mths./ % of US homes	# of episodes/ repeats	Terms of sale	Debut date	Time period
<b>Game shows</b>						
* <i>Headline Chasers</i>	King World/Merv Griffin	126/77%	195/65	cash plus	Sept 9	early fringe
* <i>New Newyweed Game</i>	Firestone Programs/Chuck Barris	160/97%	170/85	cash plus	Sept.16	access
* <i>\$100,000 Pyramid</i>	20th Century Fox/Bob Stewart	51/51%	100/30	cash plus	Sept. 9	access
* <i>Price is Right</i>	Television Program Source/Goodson-Todman	120/85%	170/90	cash plus	Sept. 9	access
* <i>Break the Bank</i>	Blair/Richard S. Kline	51/55%	195/65	cash plus	Sept. 16	daytime
* <i>Catch Phrase</i>	Telepictures/Marty Palfatta	130/85%	195/65	cash plus	Sept. 16	various
<b>Sitcoms</b>						
* <i>What's Happening Now</i>	Columbia Pictures in assoc. with LBS	89/76%	22	cash plus	Sept. 7	access/early fringe
* <i>It's A Living</i>	LBS/Witt-Thomas	107/88%	22	barter	Sept.23	weekend access
* <i>Small Wonder</i>	Metromedia Prod. Corp./New Program Grp.	NA/70%	24/24	cash plus	Sept. 7	weekend access
<b>Daytime</b>						
* <i>Inday</i>	LBS/ Tribune Broadcasting/Dan Enright	100/82%	95 to 120	barter	Oct. 7	11a.m.-2:30p.m.
* <i>America</i>	Paramount in assoc. with Post-Newsweek	113/80%	312	cash plus	Sept. 16	early fringe
<i>Ebony/Jet Showcase</i>	Carl Meyers/Johnson Publishing Co.	55/71%	26/52	barter	Sept. 14	early, late fringe
<b>Animated</b>						
* <i>Thundercats</i>	Telepictures	125/88%	65	barter	Sept. 9	afternoon
* <i>Mask</i>	LBS/Enterprises	78/80%	65	cash plus	Sept.30	afternoon
* <i>Jetsons</i>	Worldvision/Hanna-Barbara	85/77%	65	cash plus	Sept.16	afternoon
<i>The Fantastic World of Hanna-Barbara</i>	Worldvision/Hanna-Barbara	87/76%	17	barter	Sept.16	Sunday a.m.
* <i>Jayce and the Wheeled Warriors</i>	SFM/Group W/ Filmation	82/76%	65	barter	Sept.16	afternoon
* <i>She-Ra, Princess of Power</i>	Group W Productions/Group W/Filmation	120/84%	65	barter	Sept. 23	afternoon
* <i>G.I. Joe</i>	Tribune/Claster	120/86%	65/130	barter	Sept.23	afternoon
* <i>Gobots</i>	Television Program Ent./Hanna-Barbara	107/80%	65	barter	Sept.16	afternoon
* <i>Tranzor Z</i>	TEN/3B	70/60%	65	barter	Apr.1	morning
<b>Other</b>						
* <i>Comedy Tonight</i>	Orbis/Boggs/Baker	110/78%	65/65	barter	Sept.23	late fringe
* <i>Comedy Break</i>	Viacom/Barbara Booker	42/52%	65/65	cash plus	Sept.23	late fringe, access
<i>Star Games</i>	Viacom/Company III	110/82%	13/13	barter	Sept. 16	wknd, 4-8 p.m.
<i>Dick Clark's Nitetime</i>	King World/Dick Clark Productions	91/NA	35/17	cash plus	Sept.28	Sat., 11:30p.m.-12.30
<i>FTV</i>	MCA/Chris Bearde	115/85%	36/13	barter	Sept.16	wknd late, ear. frng
<i>Mad Movies</i>	Four Star in assoc. w/the L.A. Connection	44/43%	26/52	cash	Sept.14	wknd late night
<i>Dempsey and Makepeace</i>	Tribune/London Weekend Television	38/62%	19/57	cash	Sept 9	open