

the morning must leave the network's daytime schedule in January. Filling the gap at 10:30 a.m., where *Sale* has been running, will be *Blockbusters* (from Mark Goodson Productions), which is being revived after an earlier run on NBC. That program also makes its debut Jan. 5.

Brian Frons, vice president, daytime programs, NBC Entertainment, said the network and P&G had come to the "mutual" conclusion that *Search's* value as a vehicle to sell ad time had run its course. The program had been trending downward in the ratings for some time, prompting the network to bring in a new executive producer last December—David Lawrence. At that point, the show had been delivering about 8% of the viewing audience, not considered very healthy for the time period. The revamping carried out by Lawrence resulted in a temporary improvement, with the program working its way back up to a 12 share through the

second quarter. But the show was still off its share mark from a year ago and Frons said at the time that *Search's* situation was "dicey." The show took another dive, dropping to a nine share in the third quarter and fourth quarter, making the program's third-place position untenable.

"It reached a point," said Frons, "where [P&G] could get advertising at much lower C-P-M's on other shows." He also said that P&G, which owns *Search*, was producing the program at a deficit, so its backing of the show became a losing proposition. "And we were losing money running the show," Frons said of NBC, because as the rating and share for the program dropped, so did the price of a 30-second spot. The station clearance level for the program was hovering at the 73%-level. Its lead-in at noon, *Super Password*, also has a clearance level of about 73%, but has been averaging five share points higher than *Search*, Frons said.

A P&G spokeswoman confirmed that the decision to cancel the 35-year-old program was made mutually by the network and P&G. She declined to say how much it was costing P&G to produce the program, but acknowledged that in recent months the company had spent a lot of extra money shooting on location, hiring new cast members and writers and launching promotional and publicity campaigns aimed at both viewers and stations. "There were a number of extraordinary efforts made to regain the audience," the spokeswoman said. The company produces three other soaps, including *Another World* on NBC and *As the World Turns* and the *Guiding Light* on CBS. The spokeswoman said P&G did not have any other development plans for soap operas in the works at this time.

With the axing of *Search* and the addition of two game shows, NBC's daytime schedule will contain more game shows than ABC

Syndication Marketplace

All American Television and Fox Television Stations have partnered on *World Music Video Awards*, a two-hour awards ceremony on Jan. 10, 1987, that will air the same day or on a delayed basis. The program will be produced by Rupert Murdoch's Sky Channel (Murdoch also owns Fox), and will have Coca-Cola as its major sponsor. Murdoch's Australian Network 10 also will carry the program. *World Music Video Awards* will feature a countdown of the top 20 music videos from 1986, along with a number of performances and interviews. The program will feature segments from London, Tokyo, Rome, Paris, Munich, Toronto, Amsterdam and Los Angeles. All American will sell the program on a barter basis with 13 minutes of advertising time for stations, and 11 minutes for All American.

Hawthorne, Calif.-based Mattel Toys has formed its own syndication arm, **MTS Entertainment**, and named John M. Weems, the company's vice president of entertainment, as its head. The newly formed unit has begun selling two first-run syndicated series, both reportedly on a barter basis, that are earmarked for fall 1987. The first is *Barbie TV Magazine*, a half-hour weekly series based on the 27-year-old doll. It will consist of 21 original shows and 10 versions taken from the originals that will have new opening segments and voice-overs. Mattel describes it as a contemporary, fast-paced live action magazine format "for kids, about kids." The second property is *Captain Power and the Soldiers of the Future*, which will be produced as a half-hour weekly series in 1987 with 26 episodes, then as a strip in 1988 with 39 more episodes. Captain Power, created by Landmark Entertainment Group, will combine digital computer character animation and live action. The formation of the new syndication unit will not affect Mattel's dealings with other distributors of its programs, said Gayle S. Dickie, director of Western regional sales for MTS Entertainment. Appointments to MTS Entertainment also include Bette Aofsin, director of East Coast sales, and Michael Caponi, director of Midwestern regional sales.

Television Program Enterprises is creating a half-hour show based on the "Runaway" segment of *Lifestyles of the Rich and Famous*. "Runaway" was introduced a year ago as a seven-minute segment in which celebrities were followed on an exotic vacation. Over 200 "Runaway" segments have been produced, as well as a "Runaway" contest in which a viewer won a trip to Rio de Janeiro. The new program is designed to coincide with the travel season, according to Rick Meril, TPE sales manager. TPE, in conjunction with Robin Leach Entertainment, will produce 15 episodes of the new program that will run twice between Feb. 6 and Aug. 30. Each episode will consist of new material. The first segment follows Bob Hope to Tahiti. Sales of the program are on a barter basis with three-and-a-half minutes for stations and three-and-a-half minutes for

TPE.

Multimedia Entertainment reports that it has cleared "Molly's Pilgrim," winner of the 1985 Academy Award for best live action short, in 151 markets covering over 93% of the country. The half-hour film, based on a children's book by Barbara Cohen, conveys a Thanksgiving message. It was directed by Jeff Brown, and produced by Brown with Chirs Pelzer. "Molly's Pilgrim" is part of Multimedia's *Young People's Specials*. Among the markets cleared are WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WPVI-TV Philadelphia, KGO-TV San Francisco and WCVB-TV Boston. The half-hour is sold on a barter basis two-and-a-half minutes for stations and two-and-a-half minutes for Multimedia.

Program Partners Corp. reports that it has placed *Playback '86*, a two-hour year-end music video program, in 80% of the country for a Nov. 28-Dec. 31 window. Produced by ATI Video, the special is predicted to deliver a 3.5 rating in late night and prime time periods. It is distributed on a barter basis with 14 minutes for stations and 10 minutes for PPC. *Playback '86* will feature the year's top videos.

Susan Winston, now in the employ of **Lorimar-Telepictures**, served as executive producer of the pilot for *ValueTelevision*, the syndicator's recently announced half-hour home shopping show. Whether the former producer of *Good Morning America* and most recently *CBS Morning News* will continue as executive producer of the series was not clear, according to members of rep community who saw the Lorimar-Telepicture presentation on the show. Winston's role on the show so far has been to add entertainment value to the format.

MCA-TV has cleared *Bustin' Loose*, a new first-run sitcom co-venture with Tribune Broadcasting, on five of the Gaylord stations—WTV(TV) Milwaukee; WUAB(TV) Lorain (Cleveland), Ohio; KTVT(TV) Dallas; KHTV(TV) Houston, and KSTW(TV) Tacoma, Wash. There will be 26 episodes of the show that will be given two runs over one year. Sales are on a barter basis with four minutes for stations and three minutes for MCA-TV. *Bustin' Loose* is based on the movie of the same name starring Richard Pryor. It will be produced by Golden Grove Productions.



Walker