

thirds of what top-end shows like *Cosby* and *Boss* are getting.

"Yes there's an abundance of half-hours out there, and some are going for prices that are less top end," said Greg Meidel, senior vice president, general sales manager at Paramount domestic television. Meidel said that Paramount has cleared *Brothers* in roughly 20 markets since it began selling the show earlier this year, according to rep and station sources.

Paramount also produces *Marblehead Manor* for the the NBC checkerboard. Meidel said that in many of the markets that carry the show, Paramount made deals for the back-end strip when it sold the show upfront. The future of first-run sitcoms and their potential to provide stations with more half-four strips is now in the hands of stations he said. "There will be dividends for stations as long as they support these shows," he said. "it's up to the stations."

Lorimar's experience with *It's a Living* aside, whether the first-run market will in fact produce enough shows in the long run to depress prices in the half-hour market is now an open question given the early ratings posted by the first-run sitcom checkerboard that runs on the NBC-owned stations, WCAU-TV Philadelphia and WXON(TV) Detroit (BROADCASTING, Nov 16).

What happens to half-hour sales for

the next big off-network properties launched in syndication remains to be seen. Bob Jacquemin, senior vice president at Buena Vista Television, which will begin the marketing of *Golden Girls* sometime in 1988 for a debut date that still to be determined, said the pricing tiers in the half-hour market are widening between the premium network shows and other half-hours. "I don't get the sense that the market is unreceptive. There are still substantial dollars out there."

Network sitcoms that have been sold for syndication as strips in 1988 are: *The Cosby Show*, *Night Court*, *Newhart*, *Kate and Allie*. For 1989 they include *Growing Pains*, *Who's the Boss* and *Mr. Belvedere*; and in 1991, *Head of the Class*. Among network shows waiting in the wings, but not yet marketed in syndication, are *Golden Girls* (available as early as 1989), *Perfect Strangers*, and *227* (available as early as 1990) and *ALF*, *Amen*, *Designing Women*, *My Sister Sam* and *Valerie's Family* (available as early as 1991).

Among the first-run weekly syndicated sitcoms available as strips beginning 1988 are *9 to 5*, *What's Happening Now* and *It's a Living* (for a March start). In 1989: *Charles in Charge*, *The New Gidget*, *The New Monkees*, *Small Wonder*, *That's My Mama Now* (March, 1988) and *It's a Living*, *Throb* and *Check it Out* become avail-

able as strips.

The five sitcoms coming from the cable networks in the next two years include: *Down to Earth* in 1988 (WTBS), and *Brothers* (Showtime), *Rocky Road* (The Nashville Network), *Safe at Home*, and *Still the Beaver* for 1989.

Women are disappearing from TV

Working women group counts fewer females in big roles in new season but sees old stereotypes at last fading

The fall lineup of new TV shows revealed a "sharp downturn" in the number of women with leading roles, according to the National Commission on Working Women, which recently merged with an organization called Wider Opportunities for Women.

"After many seasons where the number of women on TV has either grown or remained steady, an alarmingly high percentage of the 26 programs premiering this season are all-male series," the study said.

The group's sixth annual review of new TV seasons, entitled "Women Out of View," found that only seven of the

Syndication Marketplace

Viacom Enterprises kicked off distribution of *Double Dare*, the half-hour children's game show strip now carried by Viacom-owned basic cable service Nickelodeon, by announcing that all of the Fox-owned stations are clearances for *Double Dare* when it begins its run in syndication in February 1988. *Double Dare* is a half-hour show in which teams of 10-13-year-olds vie for the right to run a 60-second obstacle course featuring chocolate sundae slides and encounters with green slime. In syndication, the show could, its producers hope, fill a niche on independents by providing a demographic bridge between blocks of animation in the afternoon and blocks of off-network sitcoms in the early evening (BROADCASTING, Nov. 2). Fox-owned stations will carry *Double Dare* following *Duck Tails*, this season's highest-rated animated strip, distributed by Buena Vista Television. Six of the Fox stations carry *Duck Tails*.

Viacom president of domestic syndication, Joe Zaleski, said that Viacom will not restrict itself to independents for clearances. He believes that the possible "cult appeal" of the program among college students and adults should make it attractive to affiliates as well. Sources put *Double Dare's* annual production budget at under \$10 million. There will be 26 weeks of new first-run episodes and 26 weeks of repeats, which Viacom will distribute on a barter basis with four minutes for stations and 4½ for itself.

Worldvision Enterprises is offering two "softer" 65-episode animated strips produced by Hanna-Barbera Productions for fall 1988—*The Yogi Bear Show* and the *Snorks*. *The Yogi Bear Show* will comprise 30 years worth of episodes of other animated shows featuring Yogi, who debuted in 1958 as a supporting character in *The Huckleberry Hound Show*. The model for his character was Art Carney's Ed Norton of *The Honeymooners*. *The Snorks* is a joint production with SEPP, S.A. of Belgium. Forty-two new half-hour episodes of the series will be produced to join the 23 off-network episodes. *Snorks* are brightly colored sea creatures related to the Smurfs. Worldvision will distribute *The Snorks* episodes on the same barter basis as *The Yogi Bear Show*.

Barris Industries has decided to put *The Gong Show* into syndi-

cation for a fall 1988 start. The show will be hosted by Don Blue and will feature a panel including former professional football player John Matuszak, actress Candy Clark, and David Leisure (of the Isuzu commercials—"you have my word on it"). Marketing of the show under new Barris sales head Bob Cook began two weeks ago with a recently shot pilot. Sales will be on a cash-plus-barter basis with Barris holding one minute and stations getting five-and-a-half minutes. Chris Beard will be executive producer. Beard has an exclusive five-year exclusive deal with Barris. Cook said that Barris is also "revamping" two other Barris productions, *The New Newlywed Game* and *The All New Dating Game*.

Liddy, a one-hour "confrontational" talk show hosted by Watergate figure G. Gordon Liddy and syndicated for fall 1988 by **All American Television**, will feature arena-like set with Liddy and his guest seated opposite one another before an audience of 300. Liddy has said that he will seek confrontation and controversy on the show, but that it will not be "shock radio with pictures." A pilot for the show will be shot in December in Los Angeles. All American is selling the Scotti Vinnedge Television Inc. production on a cash basis.

Multimedia Entertainment recently began group presentations of *Sweethearts*, a new game show hosted by Charles Nelson Reilly and produced by Richard Reid Productions in association with Createl Ltd. and Multimedia. *Sweethearts* involves three couples, only one of which is married, relating anecdotes about their "marriage." The contestant attempts to discover which is the real married couple. There will be 39 weeks of first-run episodes and 13 weeks of repeats that will be sold for cash-plus-one-minute for a fall 1988 start.

MTM Productions will tape a pilot on Dec. 5 for a proposed half-hour series called *Flashpoint*, featuring conservative WABC(AM) New York radio host Bob Grant against liberal Miami radio personality Steve Kane. The pilot will be taped at Times Square Studios in New York. Former *Donahue* executive producer Richard Mincer will be executive producer of the pilot.