

**First offering.** Paramount announced last week the first project in a joint venture announced earlier this year between Paramount and the London-based production company, Revcom. Paramount/ Revcom, in a joint project with the British Broadcasting Corp., will produce an adaptation of the Jeffrey Archer novel, "Not a Penny More, Not a Penny Less," as a four-hour mini-series.

**Scary special.** Host Marc Summers will star in a half-hour Halloween special for Nickelodeon, entitled *The Marc Summers Mystery, Magical Tour*, Saturday, Oct. 29, 7 p.m. (repeated Monday Oct. 31, 7:30 p.m.). Summers will serve as co-executive producer (with Steve Binder) of the program, which will feature an appearance by John Astin, reprising his role as Gomez Addams on the 1960's series, *The Addams Family*.

**"The greatest" story.** Directors International Productions, New York, announced last week it will produce a six-hour documentary (at a cost of \$7 million) entitled *The Muhammad Ali Story*. DIP was formed in 1984 as a partnership between John Cairns and Lindsey Clennell. Exhibition deals have not been sewed up yet, but the producers expect the production to air in 1990.

There are plenty of talk shows, covering various dayparts, in development for next season. They include:

- A new daytime talk program starring Joan Rivers, to be produced by Tribune and distributed by Paramount, which also distributes Tribune's successful *Geraldo* talk show. Tribune's Cooper said the new show, to debut next fall, is targeted for morning daytime and is being offered for cash and two minutes of national barter. ■ Tribune will produce, in association with Grosso-Jacobson Productions, *Behind the Shield: Cop Talk*, which will be hosted by Sonny Grosso, a former New York City policeman involved in the "French Connection" case. The weekly, one-hour, all-barter program (available in January) will present discussions with police involved in famous cases and discussions of police-related issues.

- GTG Entertainment will launch an as-yet untitled show with Beverly Sills in September 1989. The show will be "a combination of *Dinah Shore* and *Mike Douglas*, and much lighter than *Oprah* or *Donahue*," said Bob Jacobs, president of marketing, GTG. The one-hour strip is slated for early fringe, although Jacobs conceded, "We'll probably have to take some morning slots." The show is sold on a cash-plus-barter basis, with GTG keeping two minutes.

- Barris Industries Inc. will launch *Kenny Rogers*, a one-hour strip set for a fall 1989 launch. The show will be sold on a barter basis.

- The producers of *A.M. Los Angeles*, a local morning talk show produced by KABC-TV Los Angeles, have been talking with various syndicators about a nationwide rollout. The show would be following the same route taken by *Live with Regis and Kathie Lee*, which ran on New York's WABC-TV until syndicated nationwide last month.

- Talk shows that have been in the talk stage of development for some time include *Liddy*, from All American Television, and *And So It Goes* from King Features Entertainment. *Liddy*, brought to NATPE last year, has not only had trouble with station clearances but is also looking for a station to provide production facilities. *And So It Goes*, to be hosted by Linda Ellerbee, is still on hold, according to Homer Jolly, director of advertising, King Features Entertainment.

New children's projects in the works include:

- *Super Mario Brothers Power Hour*, from Viacom, a one-hour barter program based on Nintendo video game characters, announced in September for next fall.

- New episodes of *Huckleberry Hound* from Worldvision.

- Group W will launch *Bugsburg* in fall 1989. The half-hour animated series was created by Filmation, and will be sold on a barter basis.

- LBS Communications Inc. will be distributing *Police Academy: The Animated Series* for fall 1989. LBS will have available 65 half-hours of the barter show. The barter split of the Warner Brothers production is expected to be two-and-a-half minutes national, three-and-a-half local.

- Buena Vista will be launching *Chip and Dale's Rescue Rangers* in the fall.

- Claster will be syndicating *Muppet Babies*, most recently seen on CBS.

- Also slated for fall 1989 is *It's Punky Brewster*, an animated version of the former NBC prime time show.

New children's game shows for next year:

- *Skeddadle*, from Worldvision.

- A new project from Viacom, which pioneered the category with *Doubledare*, *Family Doubledare* and *Finders Keepers*.

- MCA-TV will be launching *Pictionary Jr.* in the summer of 1989. The show is an adaptation of the popular board game of the same name. According to Shelly Schwab, president, MCA-TV Enterprises, "The show has clearances in New York, Los Angeles, Houston, Dallas, Cleveland and Milwaukee." *Pictionary Jr.* is aimed at children, teen-agers, and young adults, and the half-hour strip is sold on a barter basis, with MCA holding back two-and-a-half minutes and stations keeping four minutes.

- D.L. Taffner's *5-4-3-2-Run* (see above).

- Inspired by a segment from the *Art Linkletter Show*, which ran in the 1960's, *Kids Say the Darndest Things* is a half-hour strip from the ABR Entertainment Company. The show, slated for a September 1989 launch, is produced in association with Art Linkletter Productions and Ralph Andrews Productions. *Kids Say the Darndest Things* will be sold on a barter basis, with the split tentatively set at two-and-a-half national, four

local. The show is being sold for early fringe and access time periods.

- In addition to the above shows, Lorimar is looking at a companion show for its live-action *Fun House*, as well as a reality-based game show. Both are half-hour strips and are slated for a fall launch if picked up.

The one new court show project so far, as yet untitled, is from Dick Clark Productions for Viacom. Essentially it is a reformatting into a half-hour strip of the *You are the Jury* network specials that appeared on NBC.

Late night offerings so far for 1989 include:

- The *Arsenio Hall Show* from Paramount, announced several months ago and already cleared in over half the country, scheduled for a January start.

- *After Hours* (working title), a half-hour late-night strip from Worldvision.

- *Off-Shore TV*, produced by Saban Productions for King World distribution. The half-hour comedy will be shown on a test basis in January 1989, and may have a national roll-out in February. The show will star the Hudson Brothers.

In the half-hour weekly category, MCA-TV will launch a remake of the *Lassie* series in the fall of 1989. The show will be sold on a barter basis, with MCA keeping four minutes and stations keeping three. *Lassie* will be filmed at the Universal studios in Orlando, Fla.



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