

Syndication Marketplace

Warner Bros. Domestic Television Distribution's off-net half-hour sitcom, *The Hogan Family*, has added No. 6 ADI market WSBK-TV Boston to its 1990-91 clearance list, bringing its sales total to 76 stations and nearly 70% overall coverage nationally. *Hogan Family* has now cleared in eight of the top 10 markets, including WPIX-TV New York, KCAL-TV Los Angeles, WPWR-TV Chicago, WTXF-TV Philadelphia, KTVU-TV San Francisco, WXON-TV Detroit and KTXA-TV Dallas. Entering its sixth season on network television, *Hogan Family* stars Sandy Duncan and Jason Bateman will be leading show in its switch this fall to CBS's prime time schedule after five previous seasons on NBC.

Orion Television is prepping new talk show vehicle for 1991-92 season, *The Chuck Woolery Show*, featuring game show veteran who has hosted Lorimar-Telepictures' *Love Connection* for past eight seasons. Warner Bros. syndication officials say Woolery is committed to *Love Connection* "as long as it continues to stay on the air," but indicated there is some leeway in contract for him to pursue the Orion project. Orion sees Woolery show as early

fringe news lead-in for stations, but will apparently give show lighter entertainment slant so it can fill early daytime slots as well.

ITC and Interscope have signed an agreement whereby a long-form production unit, **Marble Arch Productions**, will change hands from ITC to Interscope. The latter will acquire Marble Arch's slate of network script commitments and ITC will cofinance the projects and have all the U.S. and foreign distribution rights to initial titles. ITC will also handle foreign distribution for all later Interscope network-generated projects. An ITC spokesman said no money will actually change hands in the swap for Marble Arch Productions. The network script projects Interscope acquires with Marble Arch include *Aftermath*, a two-hour telefilm for CBS; *Soldiers of Misfortune*, a CBS mini-series; *The Gulf Breeze Sighting*, an ABC mini-series; *The Last Go*, a two-hour ABC telefilm, and *San Antonio Cops*, a two-hour NBC made-for-TV movie. In the cable arena, the production unit is developing *Lucky and Lansky*, a two-hour movie for HBO, which will be produced by Lois Luger.

Westinghouse's five O&O stations. NBC's and Group W's owned stations account for just over 30% of the national coverage, while the rep source indicated that *House Party* "never quite achieved over 50% coverage in syndication."

Jerome confirmed that WNBC-TV is "committed" to picking up Tribune Entertainment's *Joan Rivers* for fall 1990 from competing WCBS-TV, which decided not to renew *Rivers* for another season two months ago. Although Jerome would not pinpoint where *Rivers* would be inserted in the weekday time slots, he said *House Party*'s 9 a.m. to 10 a.m. time slot is one of "several" morning slots under consideration. With the May sweeps near completion (two days remaining at press time), *House Party* is the lowest-ranked 9 a.m. show with a 1.3 rating/7 share in the nation's top market.

In Chicago, where *House Party* formerly occupied the 3-4 p.m. slot, WMAQ-TV has banished the Steve Doocy-hosted talk show to 1:30 a.m. because, as a station group source said, "it didn't shake out as a humorous program and just didn't have a chance to recapture the audience as an informational program." The source indicated that WMAQ-TV has signed a fall 1990 licensing agreement with Multimedia Entertainment for *Donahue* in the 3 p.m. slot, after being bounced out of successive Chicago slots on WFLD-TV, WGN-TV and WBBM-TV over the last several years. Since inserting "interim" half-hours *The Judge* and *Family Feud* April 23 in the 3-4 p.m. block, each scored 3.8/11 and 2.8/7, respectively, during the May sweeps, while *House Party* scored a February sweeps 1.7/5 in the same time period and measured a 1.2/4 in the current 1:30 a.m. slot during the May sweeps.

Jerome said KNBC-TV Los Angeles will continue airing the show in the 10-11 a.m. slot until further word. *House Party* scored a bottom-ranked 1.1/6 in the nearly completed May sweeps, finishing behind other hour talk shows *Live with Regis & Kathie Lee*'s 1.5/7 (on KCAL-TV) and *The Home Show*'s 2.5/12 (on KABC-TV). Allan Horlick, vice president and general manager,

WRC-TV, NBC's owned-station in Washington, stated that *House Party* will remain in its 9-10 a.m. slot until NBC makes a decision to cancel it, but he added that the morning slot was "open for experimentation" and largely has "all sorts of available multi-tiered programming sitting on the shelf" that has yet to catch on in that time period. Last May, the Washington station ran *Superior Court* and *Family Medical Center* in the hour slot with a combined 3/15 sweeps average, and a year later *House Party* seems to have lost close to 300% of those ratings with a 1.1/7 average. In Miami, WTVJ-TV runs *House Party* at 9 a.m. where its 1/6 score is severely trounced by competing station WPLG(TV)'s 7/32 top score with *Donahue*.

Officials from two other NBC O&O stations were unavailable, WKYC-TV Cleveland and KCNC-TV Denver, but NBC's Jerome acknowledged that "numbers have been somewhat disappointing across the board. However, I feel that this has been a huge step for NBC and Group W to undertake in the development of new and original programming." He added: "No one hits home runs each of his times at bat—more than 80% of the syndicated programs entering the market fail in their first season. In order to control the spiraling costs of programming, we [NBC and Group W] got together to produce an alternative for our affiliated stations.

One of several treatments are being considered for the 1991-92 news magazine, said Jerome. NBC News Productions has also stepped into the syndication business with LBS Communications to distribute the 1990-91 weekly half-hour *Memories*. Jerome said NBC's New York, Los Angeles and Chicago stations have committed to access carriage on Saturdays or Sundays, while the four other NBC O&O's are still deciding between early fringe and access airings of the nostalgia-based program. It is Jerome's hope the show will catch on enough to expand it for stripping in the 1991-92 season.

Jerome acknowledged that "one last attempt" was made recently by Tribune Entertainment officials to possibly sign a

group deal with NBC for its *Kelly & Gail* talk show, but "nothing came out of the discussions," and according to rep sources, the potential 1990-91 first-run strip is not going forward into syndication. As reported earlier, MCA TV's first-run talk strip *Studio 33, Hollywood* was also being touted to NBC station group executives, but also is apparently a jettisoned syndication project for fall 1990, according to sources. Tribune and MCA TV officials were unavailable for comment.

-MF

Closed.

**Ragan Henry
US Radio, L.P.**

has acquired

**KHEY AM/FM
El Paso, Texas**

from

**Jim Phillips
& Gary Ackers
KHEY, Inc.**

John Berger
Broadcast
Brokerage

2819 Woodcliff, Suite 204
San Antonio, Texas 78230
Phone 512 / 340-7080
Fax 512 / 340-7085