

'Dream' team

Bright/Kauffman/Crane Productions, the production auspices behind HBO's *Dream On* and NBC's *Friends*, has signed a new exclusive, multi-year production agreement with Warner Bros. Television.

Kevin Bright, Marta Kauffman and David Crane had been under contract to Warner Bros. since 1992. Under the agreement, the trio will continue to develop and produce all forms of television for all media for the studio.

"Kevin, Marta and David are exceptional talents and one of the best show-running teams in the business," said Leslie Moonves, president, Warner Bros. Television.

In its first season *Friends* has averaged a 15.1 rating and 23 share in Nielsen numbers, making it the top-ranked new comedy. It is the 10th-highest-rated series among households and ranks seventh among adults 18-49. The series most recently won a People's Choice Award as favorite new comedy. —SC

Challengers tend to get subpoenas quashed

By Steve McClellan

News organizations complied with more than half the 3,519 subpoenas they received from government agencies and private litigants in 1993, according to a study

SYNDICATION MARKETPLACE

Grabbing 'Goose'

Martindale Hillier Entertainment is syndicating *The New Adventures of Mother Goose* for April. The one-hour special is based on the *New York Times* best-selling book of the same name and updates classic Mother Goose stories to modern times. The show stars Sally Struthers as Mother Goose and Emmanuel Lewis (*Webster*) as a 9-year-old boy who inherits Golden Goose Publishing and must save the company and its prime product, Mother Goose, from extinction. The show has been cleared by Promark TV Syndication on 48 stations representing 41% of the country for an April 15-May 15 airing window.

'Safe Streets' segments

Syndicator Kelly News & Entertainment is encouraging affiliates of its new *Safe Streets* syndicated weekly reality television series to launch news segments and community crime prevention outreach efforts tied to the show *before* it launches this fall.

So far, the syndicator has had at least one taker, Portland ABC affiliate KATU(TV), which in January added regular *Safe Streets* crime prevention segments to four different newscasts. The station probably will schedule the hour syndicated

show Saturday in late fringe and promote it during commercial breaks adjacent to the crime prevention-themed newscast segments, says KATU News Director Mike Devlin. Kelly-owned station KCRA-TV Sacramento also has in place an existing crime prevention campaign tied to the show. The show has been cleared in 69% of the country, including 26 of the top 30 markets, for a fall 1995 launch. Recent clearances include KXAS-TV Dallas, KHOU-TV Houston, WTMJ-TV Milwaukee and KFMB-TV San Diego.

'Walberg' clearances

Genesis Entertainment's syndicated *Mark Walberg* talk show has been cleared for a fall 1995 launch on 91 stations covering 75% of the country, including all top 30 markets. Recent clearances include KTVU(TV) San Francisco, WNUV-TV Baltimore, WISH-TV Indianapolis, WTNH-TV Hartford and KPDX(TV) Portland.

'Night Stand' tops 70%

Worldvision Enterprises Inc.'s *Night Stand* weekly syndicated talk show spoof has been cleared in 73% of the country for a fall 1995 launch, including 34 of the top 40 markets. Newly cleared stations include WTXF(TV) Philadelphia, WCVB-TV Boston, KTRK-TV Hous-

ton, KING-TV Seattle and WCIX-TV Miami.

'Simpsons' supreme among strips in February

Twentieth Television's strip of *The Simpsons* was the top-ranked new syndicated strip in the February sweeps, as measured by Nielsen Media Research's weighted metered-market measurement. *The Simpsons* averaged an 8.4 household rating and a 14 share, up from a 6.2/11 lead-in and a 5.9/9 for programming in the time period a year earlier.

The other top shows included Warner Bros. Domestic Television Distribution's *Fresh Prince of Bel-Air*, with a 6.3/11; WBDTD's *Extra—The Entertainment Magazine*, with a 4.6/10; Paramount Domestic Television's canceled *The New Price Is Right*, with a 4.4/12, and MCA TV's *Coach*, with a 4.0/9.

'Lauren' lands Los Angeles

Turner Program Services' *Lauren Hutton And...* syndicated late-night interview show has been cleared on KCAL(TV) Los Angeles and five other top markets for a fall 1995 launch. The show now is cleared in 18 markets covering 35% of the country. Under terms of the contracts, airings of the show must end before 2 a.m. in all markets.