

Syndication Marketplace

D.L. Taffner, USA Network, CTV Network and Program Syndication Services have joined to produce new first-run half-hour comedy starring Don Adams. Like other Taffner U.K. to U.S. conversions, the series is based on an English series, *Trippler's Day*, produced by Thames Television comedy. The English series premiered a year ago. The new series, *Check it Out*, will have three premieres—USA Network, fall 1985; CTV, fall 1985; U.S. syndication (through Taffner), fall 1986. In all three deals, the commitment is for 52 weeks, with three repeats for the 22 original episodes. The show is being sold for cash-plus-barter in



Kay Koplovitz, USA Network; Arthur Weinthal, CTV Network; Peg Green, Program Syndication Services, and Donald Taffner.

syndication, with Taffner keeping three spots in addition to the cash license fee. Program Syndication Services will handle advertising sales for Taffner. The show goes into production July 19. On USA Cable the show will be shown on Wednesdays, with repeats on Saturdays; in syndication it will also be shown two days a week, as an original and a repeat. ■ **Metromedia Producers** has cleared *Dynasty* in 64 markets, or 55% of the country, for its fall premiere. Sales are for cash. The 146 hours, available for six runs over five years, are also available, at the option of buying stations, as twice as many half-hours. Among those clearing the show are WRRC-TV Cincinnati; WEWS-TV Cleveland; KOVR-TV Stockton, Calif. (Sacramento); WISH-TV Indianapolis, and WTNH-TV New Haven, Conn. Metromedia has also cleared *Small Wonder*, a first-run series being scheduled for Saturday or Sunday access, in 62 markets, or 66% of the country. Sale of the series is on a cash-plus-barter basis with Metromedia retaining one 60-second spot and stations keeping five minutes. The sale calls for 24 original episodes and 24 repeats, with the extra weeks in the year left open in purchasing station's schedules for pre-emptions. Among stations that have cleared the show are: WNEW-TV New York, KTTV-TV Los Angeles, WTAF-TV Philadelphia, WJBK-TV Detroit, WTAE-TV Pittsburgh and WTCN-TV Minneapolis. ■ **Crown International Television**, a division of Crown International Pictures, announced its formation with syndication of the "Crown Jewels," 15 movies previously unavailable for television. Available for five, six or seven years, the number of runs varies. The films are being sold for cash. So far clearances are with WPHL-TV Philadelphia and KONG-TV Everett, Wash. The movies are available in network-television edited versions, or unedited. Releases will be in three stages—currently, April 1986 and January 1987. Titles in the package include "Liar's Moon," "Sextette" and "Killpoint." ■ **King Features Entertainment** has cleared *The Performers Vol. II* in 50 markets, or 60% of the country. The 12-film package, available for cash for six runs over six years includes 10 made-for-television films including Mr. T's *The Toughest Man in the World*, and two theatricals, "The Pursuit of D.B. Cooper," starring Robert Duvall, and "Deadly Blessings," starring Ernest Borgnine. Clearances include 24 of the top 25 markets, including KHJ-TV Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia, WDCATV Washington

and WNOI-TV New Orleans. ■ **MCA** has cleared *Puttin' on the Hits*, a first-run, half-hour weekly "lip-sync" show that features contestants doing versions of their favorite songs for cash, in 113 markets covering 85% of the country. The show, now in its second year, is sold on a barter basis, with two-and-a-half minutes sold locally, and three and-a-half minutes sold nationally, and three-and-a-half minutes being sold by stations carrying the show. One year agreements are for 36 first-run episodes and 16 repeats. The show has just converted to production in stereo and is aimed at a 6-8 p.m. NYT slot on Saturday or Sunday. Coke, Frito-Lay and Warner-Lambert have already purchased commercial time for the fall. Among stations carrying the show are WPIX-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia and KTVU-TV San Francisco. ■ **Victory Television** plans to offer three more series for syndication: *Concentration*, produced by Goodson Todman as a half-hour strip, will be available in the fall of 1986; specifics of its sale have yet to be determined. Also, sales begin in the next "five to six weeks" for *Newhart*, and *St. Elsewhere*, both currently running on NBC. They will be available for cash for September 1987, and both will offer 156 episodes. ■ **LBS** has cleared 32 episodes of the original *Gidget* series starring Sally Field for two and-a-half summer runs. Clearances for the series, which began June 3, include 104 stations, or 75% of the country. Terms are barter, with two spots being withheld and the station getting four. Among clearances are KTLA-TV Los Angeles, WTAF-TV Philadelphia and WXON-TV Detroit. LBS is hoping to supplement the series with new episodes based on the syndicated, made-for-TV movie, *Gidget's Summer Reunion*, for first-run launch in the fall of 1988.

LBS also recently began selling *Kideo TV*, a two-hour block of first-run animated shows, for April 1986. Produced in association with DIC Enterprises, the show is sold on a barter basis with a 2/4 national/local split in the first three quarters of the year, and a 1/5 split in the fourth quarter. Dan Greenblatt, vice president, said that deals with group owners are still being explored. Titles of the half-hour show within the *Kideo* block are "Rainbow Bright," "Ulysses," "Rock N' Algie" and "The Popples." The block includes 60-second "pro-social" tips. ■ **King World** has cleared *Trivia Break*, a 60-second insert produced by Post-Newsweek, in 60 markets. Sold on a cash basis, the 130 breaks are available for four runs over a year. Hosts are John and Sandy Gabriel, of *Ryan's Hope* and *All My Children*, respectively. Production is out of P-N's WDIV-TV Detroit, which will carry the inserts along with WBZ-TV Boston, WEWS-TV Cleveland, WTHR-TV Indianapolis, WCPO-TV Cincinnati and WBNS-TV Columbus, Ohio. ■ **On The Air**, New York-based distributor, has cleared 57 stations representing 66% coverage for *TV 2000*, weekend late-night one-hour music magazine show scheduled to premiere July 5. Twenty-six episodes targeted to teens and 18-34 audience are being offered on barter basis with nine minutes per hour for local station sale and three minutes held back for national sale. Jeff Franklin, creator of *Night Flight* and *Radio 1990* on USA Network, is executive producer. Hosted by *Star Search* grand prize winner John Kassir and syndicated entertainment columnist Lisa Robinson, *TV 2000* features entertainment and pop music news, celebrity interviews, comedy sketches and music video countdowns. Stations to sign up include WOR-TV New York, KTLA-TV Los Angeles, WFLD-TV Chicago, KTVU-TV San Francisco, WJVI-TV Boston, WXON-TV Detroit, KRLD-TV Dallas, WPGH-TV Pittsburgh, WTVJ-TV Miami, KITT-TV Minneapolis, WFTS-TV Tampa, Fla., and KDNL-TV St. Louis. Syndicast Services is selling national advertising time. ■ **RKO Pictures** and U.K.-based **Granada Television** have completed joint agreement to produce long-form television programming for U.S. and foreign markets. Companies aim to produce mini-series or made-for-TV movies with eye to being sold to either U.S. network or pay TV service. In U.K., any product to emerge from joint venture will appear on ITV network. Although no specific projects were cited, partners said they expect "to commit at least four TV movies or mini-series for production over the next two years." RKO spokesman added any mini-series produced will probably be of "four- to six-hour genre" rather than 10-plus hour extravaganzas seen occasionally each season. Each partner is expected to bring their own particular expertise to venture: Granada will focus on production (it produced highly acclaimed *Brideshead Revisited* and *The Jewel in the Crown*) while RKO will handle selection, development and marketing responsibilities.