

New shows at NATPE

The majority of new shows introduced at this year's NATPE were targeted for daytime, late-night and weekend use, where recent developments have created more demand for product. Most are strips. Among the offerings:

Show	Company	Genre	Terms	Premiere
I Accuse!	Viacom	Court	Barter	Fall
The Newz	Columbia	Comedy	Barter	Fall
Incredible Mall	Grove TV	Game/ Home shop.	Barter	Fall
The Drive	Viacom	Drama	TBA	Fall 1995
Zooing: Esc. to the Wild (weekly)	Koch	Reality	Barter	Fall 1995
High Tide	ACI	Action hr.	7 min/7 min	Fall

for the next two seasons in 70% of the U.S. Twentieth's first-year talker *Bertice Berry* scored its highest NTI rating the week of Jan. 17, with an average 3.0.

■ Columbia Pictures Television reported that its new weekly drama *Forever Knight* has cleared 60% of the

country for fall. CPT's first-year talk show *Ricki Lake* is renewed for year two in 70%.

■ ITC has cleared a one-hour magazine special based on the *National Enquirer* in 45% of the country. Stations clearing the show include all of the independents in the Chris Craft group,

WXYZ-TV Detroit and KBHK-TV San Francisco. ITC hopes to expand the special (airing in March and April) to a weekly show in the fall and to strip the following year. One major advertiser clearing the special: Kimberly-Clark.

■ Group W said that its new game show for fall, *Truth or Tabloid*, has cleared 70% of the country. The show is hosted by former *New York Post* editor Jerry Nachman, who previously was vice president, news, NBC station group.

■ Grove Television reported clearances from NATPE for its new slate: *Space Police* (55%), *Tough Target* (50%), *Heart and Soul Tonight* (42%), and *Living Well* and *The Incredible Mall* (both 45%).

■ Pandora sold a package of five *J-panimation* movies to the Sci-Fi Channel. The company reported strong sales for its new weekly, *Computer Guy*.

■ Koch Communications has cleared its new weekly barter kid/teen animal show *Zooing: Escape to the Wild* on the Hearst Station group. A one-hour special airs in April, with the weekly series slated for fall. ■

Paramount, Warner Bros. vie for affiliates

By Mike Freeman

Paramount may have gained some momentum in its fifth-network lobbying campaign last week when it secured four independent TV stations, but industry watchers are waiting to see whether a winning bid for Paramount by Barry Diller's QVC Network at this Tuesday's deadline will put the kibosh on the network effort.

Marking the first NATPE convention-floor presence of the two competing fifth-network hopefuls, Paramount Network executives sought to put a heavy spin on the affiliate pickups, while Warner Bros. Network honchos stood firm in their contention that cable superstation WGN-TV Chicago gives the hybrid broadcast/cable network 73% coverage of the U.S.

Paramount signed stations in markets where a single independent was available for affiliation. Clear Channel Television committed WLMT-TV Mem-

phis and KTFO-TV Tulsa. Mercury Broadcasting also converted KASN-TV Little Rock, Ark., and WJTC-TV Mobile, Ala., into Paramount affiliates.

During the past two weeks Paramount has added six stations to its lineup, including KTVD-TV Denver and KAIL-TV Fresno, Calif., bringing its total to 25 affiliate markets representing 44% of the country. Paramount TV Group Chairman Kerry McCluggage remains confident that the network will achieve 70%-75% U.S. coverage through straight broadcast clearances.

"I don't think the race [to pick up more affiliates] will be over for another several weeks," McCluggage says. When asked whether the network is in jeopardy if Diller, who has said that he would sell the Paramount Stations Group and dissolve the network effort, succeeds in getting Paramount, McCluggage said, "We're moving forward with our commitment to sta-

tions."

Meanwhile, Warner Bros. Net has not signed any new affiliates in several weeks, but network president Jamie Kellner holds steadfastly that the WGN-TV cable link, combined with other anticipated station deals, will put the network over the 80% coverage range. Numerous syndication executives at earlier NATPE panel sessions, however, questioned the strength of the Tribune flagship's cable penetration and whether it would dilute the national advertising rates WB Net could charge.

"Those syndicators have their own agenda, and I really don't think it is fair to dismiss the kind of delivery and promise that national cable buys offer advertisers," Kellner said. "This is going to be a day-and-date, in-pattern network that is going to give advertisers the opportunity to reach first-time cable viewers to broadcast network-quality programming." ■