

## National Syndication Standings

For the week ended January 19, 1992

| Rank/Program                  | AM Rating | No. of Program Stations | Program Cvg. |
|-------------------------------|-----------|-------------------------|--------------|
| 1. Wheel of Fortune           | 15.6      | 223                     | 98           |
| 2. Jeopardy!                  | 13.7      | 215                     | 98           |
| 3. The Oprah Winfrey Show     | 12.6      | 224                     | 99           |
| 4. Star Trek: Next Generation | 11.9      | 243                     | 98           |
| 5. Entertainment Tonight      | 9.5       | 186                     | 96           |
| 6. A Current Affair           | 8.9       | 174                     | 94           |
| 7. Wheel of Fortune - Wheel   | 8.7       | 183                     | 83           |
| 8. The Cosby Show             | 8.3       | 208                     | 98           |
| 9. Married... With Children   | 7.9       | 172                     | 95           |
| 10. Donaldis                  | 7.7       | 226                     | 98           |
| 11. Inside Edition            | 7.4       | 128                     | 88           |
| 12. WKRP in Cincinnati        | 6.7       | 235                     | 99           |
| 13. Sally Jessy Raphael       | 6.5       | 206                     | 96           |
| 14. Hard Copy                 | 6.4       | 173                     | 93           |
| 15. Street Justice            | 5.7       | 139                     | 93           |

The following programs are rated but not ranked:

|                      |     |     |    |
|----------------------|-----|-----|----|
| Wrestling Network    | 6.9 | 168 | 93 |
| World Wrestling Fed. | 8.3 | 207 | 96 |

# Includes multiple listings. Source: Nielsen Syndication Service Weekly Package. Expressed as a percent of total U.S. The standings list does not include every program rated last week.

### SYNDIE BRIEFS

"Why Didn't I Think of That?" the new weekly half-hour series from Samuel Goldwyn Television that humorously portrays home inventions, has been cleared on 35 stations, including seven of the top 10 markets, representing 45% of the country.

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Mansfield Television Distribution Co. has named Action Media Group as the national barter advertising sales company for "Life Choices Starring Erie Chapman," a weekly half-hour health and lifestyle series set for a fall debut.

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Genesis Entertainment announced this week that all of its returning shows have been renewed for the 1992-93 season.

Included in the company's roster of shows are "The Grudge Match," "Emergency Call," "The Judge," "The Best of National Geographic Specials," "Highway to Heaven" and its new programs "The Whoopi Goldberg Show," "Karaoke Showcase" and "Infatuation."

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Chris Rovtar has been named vp, central regional sales manager for MTM Television Distribution.

Rovtar will oversee sales and marketing of MTM product to markets including Chicago, Cleveland, Detroit, Minneapolis and St. Louis. He has been with the company for two years as central regional sales manager. □

# Syndication

## Distribs seek fall 'go' flags

Now that NATPE's over, hunt's on market-by-market for clearances

By Steve Brennan

TV syndicators began beating the bushes this week in search of additional station clients for their new shows in order to bring clearances up to the 70%-80% levels needed to announce a firm go by spring.

The final sales push got under way in the wake of the apex of the syndie selling season last week, the annual program conference of the National Association of Television Program Executives in New Orleans.

While the sales bash was voted better than expected by most syndicators in a generally slow selling season, most must now embark on a market-to-market slog to climb above the average 30%-50% clearances attained so far by the majority of new first-run strips.

Most analysts agree that it will be mid-March or April before the business sees the majority of firm go flares going up. This will coincide with the results of the February sweeps, according to Dick Kurlander, vp, director of programming at Petry Television, the New York station rep firm.

Shows like MCA TV's talk show "Kitty Kelley" and Group W's

Vicki Lawrence-hosted talk show "Vicki!" are eyeing Warner Bros. Domestic TV's "Jenny Jones" talk show slots. Warner Bros. is expected to say by then whether or not "Jenny Jones" will go to a second season. The show has grown from a disappointing 1.5 rating to a 2.5 since its launch.

"Vicki!" is cleared in about 60% of the country, while "Kitty Kelley," which is being sold on a market-to-market basis, has cleared KCBS-TV in Los Angeles.

Other shows under the spotlight include "The Joan Rivers Show" from Tribune and "Candid Camera" from King World.

Strips like Viacom's "How's Your Love Life?" gamely left the market cleared in about 50% of the country. Television Program Enterprises said its "Star Search" strip is in about 40% of the country, while Group W's "That's Amore" gamely is in over 60% of the country.

Others still left with a climb to the 70% clearance mark include BYCA's "The Byron Allen Show" and Goodman Entertainment's "Parole Board."

Viacom's "The Montel Williams Show" and Multimedia Entertain-

ment's "The Jerry Springer Show" continue to move ahead on their slow roll-out launches, while Warner Bros. Domestic TV's new talker "Jane Whitney" is a firm go for a similar launch with 20 markets firmed.

In the overall post-NATPE picture, Carsey-Werner's Bill Cosby-hosted game show "You Bet Your Life," targeted for access, seems closest to a firm go with just under 70% of the country cleared. □

## Foreign buys buoy 'Camera,' 'Whoopi' strips

Genesis International and King World Prods. were among those benefiting from a big increase in overseas buyers at last week's NATPE conference.

King World president Michael King said the company's strip "Candid Camera" had made significant foreign sales during the National Association of Television Program Executives convention, which may help its second-season renewal.

Genesis concluded three international deals for its new talker "The Whoopi Goldberg Show," according to president Wayne Lepoff. "The Whoopi Goldberg Show" has been sold in New Zealand, Portugal and Hong Kong. "Some of these deals are precedent-setting in that American talk shows have never made it to these markets before," said Lepoff. □

## Grove, NBC ink 'Memories' deal

Grove Television Enterprises has inked a distribution deal with NBC News Prods. for syndication rights to "Memories... Then and Now," which was previously distributed by LBS.

The weekly nostalgia show is currently cleared in 81% of the country. Terms of the agreement call for Grove to immediately assume responsibility for additional market clearances, time period upgrades and national ad sales of the series, which is now in its second season. Stations in the lineup include the NBC O&Os. □

## All American, LBS set 'Marilyn,' 'JFK' specials

All American Communications is moving ahead with two new live event specials under its purchase arrangement with LBS. Included in the lineup are "The Marilyn Files," set to air Aug. 12 and "The JFK Conspiracy," to air in April.

A spokesman for the company said it is hoping to continue the trend toward a re-emergence of live-event programming that was highlighted by the ratings success of its previous specials, "The Elvis Files" and the follow-up "The Elvis Conspiracy."

"The Marilyn Files," about Marilyn Monroe, has already cleared 107 markets, including 19 of the top 20, representing 82% of the country. Stations include WPIX-TV in New York, KTLA-TV in Los Angeles and WXYZ-TV in Detroit. The special is produced by PVI, which also produced "The

Elvis Conspiracy."

"The JFK Conspiracy" began clearing stations at last week's National Association of Television Program Executives convention and has been confirmed on WEWS-TV in Cleveland, WGNX-TV in Atlanta and KPLR-TV in St. Louis, among others. No firm date has been set in April for the broadcast, which examines the killing of President Kennedy.

All American is buying the assets of LBS, which has filed for Chapter 11 reorganization bankruptcy. □

Submissions for the Syndication Page, which appears every Thursday, may be sent to Steve Brennan, The Hollywood Reporter, 6715 Sunset Blvd., Hollywood, Calif. 90028.