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NATPE '94



Photo by Tim Ribbar

The NATPE convention in Miami saw more deal making than at previous meets.

They came to buy

Syndication sales red hot at record-sized meet

By THOMAS TYRER
Los Angeles bureau chief

MIAMI—Last week's National Association of Television Program Executives convention will likely wind up as not only the most-attended meet but also the busiest in the 31-year history of the exhibition.

The convention was the first under NATPE President and Chief Operating Officer Bruce Johansen, who called last week's meeting the

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"most significant conference in our history."
The meet was marked by an almost frenetic pace, as the "tire kicking" typical of most programing bazaars gave way to firm deals.
"The economy is better, meaning station business is better, and that makes for less tire kicking and more deal making," Cannell Distribution President Pat Kenney said last week.
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More first-run series get early green light

By THOMAS TYRER
Los Angeles bureau chief

Los Angeles—While many clearances won't be set until after the February sweeps, at least 30 new first-run series already have production commitments one month after a record National Association of Television Program Executives convention.

The once-significant "firm go" has eroded into a mere slogan the past few years, but more distributors—and stations—are paying closer attention to early production commitments such as these.

That's because, with so many series coming out of NATPE with roughly 30 to 65 percent national coverage, the time period availability that would allow a few shows to generate

community have to be concerned not to fall into the trap of believing, just because they see a [national coverage] percentage, that show is going to have the potential audience delivery base to go forward."

says Ken Solomon, Twentieth Domestic Television executive vice president and general sales manager.

"If that percentage includes a lion's share of time periods that can't deliver a number—even in success—then unless you're dealing with a company that's willing to lose a lot of money—even in success—you're running a real risk."

There was never much doubt Warner Bros. Domestic Television Distribution would commit to producing its \$73 million half-hour strip "Entertainment News

success with its all-barter late-night strip "Last Call," which got a production commitment last week.

Also getting production commitments from MCA last week were the new animated barter strip "ExoSquad" and animated barter weekly "Monster Force."

Multimedia Entertainment and Rysher Entertainment last week reported production commitments on their top new fall series, too.

Multimedia's new half-hour barter strip "The Susan Power Show" received a production commitment after clearing 90 markets and 70 percent national coverage.

Syndication clearance update

First-run show with production commitment

First-run half-hour strips	NATPE clearance (stations/coverage)	Current clearance (stations/coverage)
Boogie's Diner	TM	96/64%
Dennis Payer	Multimedia	38/40%
ENT	Warner Bros.	77/67%
Heart and Soul Tonight/Today	Grove Television	37/42%
Here Comes the Bride	Promark	41/33%
I Accuse	Viacom	45/58%
Jones & Jury	Group W	62/73%
Last Call	MCA TV	50/57%
Living Well	Grove Television	47/45%
The News	Columbia	40/50%
The Price is Right	Paramount	65/60%
Susan Power Show	Multimedia	88/55%
Trivial Pursuit	MTM	90/70%
Truth or Tabloid	Group W	80/54%
		40/70%
First-run hour strips		
Baywatch	All-American	50/60%
Can We Shop?	Tribune	128/93%
Gordon Elliott	Twentieth	67/66%
Judge & Jury	Buena Vista	65/60%
Rolonda	King World	N/A/80%
Shirley	DLT Entertainment	N/A
Suzanne Somers Show	MCA TV	72/21%
		23/34%
First-run weekly half-hours		
Athletes Outside the Lines	New Line	N/A
Destination Paradise	Litton	40/35%
Heaven	Saban	68/70%
Incredible Mall	Grove	48/45%
Peepeers	Cannell	N/A
Sweet Valley	Saban	48/50%
Tough Target	Grove Television	55/60%
Trauma	Twentieth	61/50%
		62/56%

Major NATPE clearances

First-run weeklies half-hours		Clearance
Athletes Outside the Lines	New Line	N/A
Destination Paradise	Litton	32/22% *
Haven	Saban	48/55%
Peepers	Cannell	N/A
Sweet Valley	Saban	48/50%
Tough Target	Grove Television	61/50%
Trauma	Twentieth	55/51%

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