

the latter point, especially relevant given its ties to image-conscious Disney. "This show isn't 'Who can be more outrageous this week?'" says Woodcock.

Also under consideration is syndication of several KCAL-produced *Making Of...* specials about Disney

animated feature films like "Beauty and the Beast," "The Lion King" and the upcoming "Pocahontas."

Some of KCAL's original programming efforts have fallen short. A low-budget reality strip produced for the station by Dave Forman (*On Scene: Emergency Response*) lasted less than

two months before receiving the hook last year. A morning talk show hosted by TV personality Steve Edwards failed to make headway against other stations' morning shows after nearly a year and was pulled last July. However, they were inexpensive disappointments, says Woodcock. ■

Renamed foxlab signs with William Morris

Twentieth's station production arm broadens its reach

By David Tobenkin

Twentieth Television has broadened the objectives of its Fox Television Stations Productions unit, which has been renamed foxlab, and has negotiated a deal with talent agency William Morris to expand foxlab's production opportunities.

Foxlab, created in 1988 to develop innovative shows for Fox's owned-and-operated stations and producer of shows including *Cops*, *Studs* and *America's Most Wanted*, will expand production to include shows for the Fox television network, Fox basic cable network fX and for Twentieth's domestic distribution arms. FTSP Senior Vice President Brian Graden will serve as foxlab's head.

"FTSP has been responsible for some of this company's most successful and distinctive series," says Twentieth Television President Greg Meidel. "Under Brian's direction,

foxlab will take FTSP's strong creative foundation to another level, enabling the unit to develop and produce a significantly increased number of projects."

The deal with the William Morris Agency will seek new means of doing business, including joint ventures with various distribution outlets, development of series for cable and invention of programs for new media.

"This is an aggressive marketing strategy that will push the envelope and offer fresh alternatives in the marketplace," says Mark Itkin, WMA's senior vice president and West Coast head of syndication and packaging. He will lead a group of at least six WMA staff members in arranging projects for foxlab.

As reported earlier (BROADCAST-

ING & CABLE, April 17), foxlab's next project is *Liars*, a relationship show that will feature polygraph tests of its participants. *Liars* will premiere June 5 on Fox O&Os with an eye to eventual syndication. Other projects for syndication include *Get the Boot*, a game show Meidel describes as a "young and hot" cross between *The Gong Show* and *The Original Comedy Hour*; a talk show featuring comic JM J. Bullock and Tammy Faye Messner (formerly Bakker), and an updated version of *America's Most Wanted* that mixes new footage with off-Fox episodes.

Meidel confirms that Twentieth Television also is developing a late-night newsmagazine aimed at younger viewers as well as youth-oriented soaps in the vein of *Spelling* shows on the Fox network. ■

Leavitt named to head Alliance International

By David Tobenkin

Todd P. Leavitt, executive vice president of NBC Productions and an architect of creative deals to finance productions

and form alliances for the in-house network production unit, has been named chairman of Alliance International Inc., the international wing of Toronto-based entertainment conglomerate Alliance Communications Corp.

The company hopes to leverage Canadian production advantages.

Leavitt will supervise all non-Canadian sales operations of the Canadian media industry conglomerate and will be the key Los Angeles-based executive supervising the new theatrical production and sales joint venture between Alliance and feature film producer Mark Damon Pictures.

"NBC Productions is a fascinating area where the sunseting of the fin-syn regulations is opening new

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 16. Numbers represent average audience/stations;% coverage.)

1. Wheel of Fortune	12.6/228/99
2. Jeopardy!	10.1/218/98
3. Oprah Winfrey Show	7.3/236/99
4. Star Trek: Deep Space Nine	6.7/237/99
5. Entertainment Tonight	6.5/181/94
6. Hard Copy	6.2/186/94
6. Wheel of Fortune-wknd	6.2/171/83
8. Inside Edition	5.9/174/93
9. Baywatch	5.7/221/97
10. Roseanne	5.6/184/95
11. Family Matters	5.2/192/93
12. Fresh Prince of Bel-Air	5.1/138/87
12. The Simpsons	5.1/136/86
14. Legendary Jyns of Hercules	5.0/187/95
14. Married...With Children	5.0/179/93
14. Ricki Lake	5.0/218/98