

gram free from FCC rules barring prime access airings of a program already being aired on one of the networks.

Even with early fringe and access time periods open game for *Married...with Children*, one New York rep source sees the program's "primary" strength as a late fringe strip and "secondarily" an access strip. "I can see this show as being a big hit in late fringe, but it still has some adverse advertiser baggage to go with it," he said. "Fox certainly has no problem selling advertising time, but in some smaller markets, consideration should be given toward running the off-network version in early fringe."

In the past, viewer groups such as Terry Rakolta's Americans for Responsible Television and major advertisers such as Procter & Gamble and General Mills concerns have raised censorship among Hollywood producers by generating so-called advertiser "hit lists," particularly against *Married's* Bundy family, but WNYW(TV)'s Weber and CPT's Thurston says such targeting is a fact of life.

"I think there is always going to be

advertiser resistance of some form against programs of more sensitive content," said Weber, whose station is a Fox affiliate. "It doesn't mean that we should let the First Amendment be abridged by a minority of people who want to dictate to the majority what is acceptable and good. The Supreme Court decides obscenity cases, not Rakolta. We have experienced this pressure with *A Current Affair* and CBS faced it with *All in the Family*. The fact is the outstanding ratings for *Married...with Children* and *A Current Affair* proves that a majority of people approve of their content."

"Maybe it's because this show [*Married*] is a lot more honest about real life and it offends some people," said Thurston. It could also be that a majority of viewers have drifted away from the other network family shows because of the sameness and dullness that causes some other network programmers to criticize our show. I remember one station executive saying to me that he would rather have a risky show with a 10 rating than a dull 5 rated show. That's the bottom line."

-MF

'Capital News,' 'Sunset Beat' go on hiatus for May

ABC says plans for shows will be announced 'shortly'; network says that 'China Beach,' also pulled from schedule, will be back

ABC's *Capital News* (Monday, 10-11 p.m.) and *Sunset Beat* (Saturday, 8-9 p.m.), which premiered four and two weeks ago, respectively, are being put on hiatus for at least the duration of the May sweeps. *Sunset Beat's* last airing was Saturday, April 28, and *Capital News'* last broadcast will be today, April 30. *China Beach*, recently moved to Mondays from its Wednesday, 10 p.m. time slot to make way for *Equal Justice*, is also being put on hiatus. According to an ABC spokesman, *China Beach* will be brought back onto the sched-

Syndication Marketplace

Warner Bros. Domestic Television Distribution's first-run game show strip, *Trump Card*, cleared four more top 20 markets last week, bringing clearances to 94 stations and 82% of the U.S. The Jimmy Cefalo-hosted strip has notched 37 of the top 40 markets, adding WBBM-TV Chicago, KPRC-TV Houston, WTSP-TV Tampa and KUSA-TV Denver. *Trump Card* is being offered on a cash-plus-barter basis (5½ minutes local, 1½ national).

Paramount Pictures has signed talk show host Arsenio Hall to an unspecified multi-year exclusive production contract, offering Hall an "expanded role" in either developing, producing and starring in four upcoming feature films, in addition to developing future television projects. The agreement also extends Paramount's commitment to produce the late fringe strip, *The Arsenio Hall Show*, for a total of six years (instead of five), through the 1993-94 season.

GGP Sports has added six NBC affiliates to its series of hour-long specials, *Barcelona '92*, chalking up 62 station clearances and 51% national coverage. GGP is targeting its clearance efforts specifically with NBC affiliates, where the network will have the broadcast rights to the 1992 Summer Olympics. The latest NBC affiliates to join up are KRON-TV San Francisco, WBZ-TV Boston, KXAS-TV Dallas, KCRA-TV Sacramento, WMAR-TV Baltimore and KNSD-TV San Diego. GGP is offering the specials on a barter basis with the syndicator retaining 6 minutes of national barter time and local stations 6½ minutes.

All American Television and **MGPerin** have acquired from Color Systems Technology the worldwide distribution rights for an upcoming two-hour special, *Disorder In The Court: 60th Anniversary Tribute To The Stooges*, hosted by Alan Thicke. Produced by R.C. Entertainment, the first-run special will honor the 60th anniversary of the formation of the Three Stooges comedy troupe, and will include the colorized premiere of their classic "Disorder In The Court" film short of 1930. Also featured will be rare off-screen home videos of brothers Moe, Curly and Schemp Howard and straight man Larry Fine, in addition to long lost Stooges footage, recovered outtakes and interviews with special guest stars who expand on the Stooges' historical impact on comedy. *Disorder In The Court* is being slated for a fourth quarter 1990 broadcast window and is being offered on a straight barter basis (13 minutes local, 11 national). Distribution is being handled by MGPerin.

Frank Bonner, Gordon Jump and Richard Sanders, co-stars of the original *WKRP in Cincinnati*, have agreed to reprise their roles in the 90 new first-run episodes **MTM Distribution Group** is planning for the start of the 1991-92 syndication season. Sanders will again portray Les Nessman, the newsmen with the feeble ego yet proud of his overly long news reports. Bonner returns as Herb Tarlek, the overly solicitous sales manager and Jump again portrays station boss Arthur "Big Guy" Carlson. The original *WKRP in Cincinnati* aired on CBS from 1978 to 1982.

Brown Sugar, 100 Years of America's Black Female Superstars, two-hour special produced by **Gene Davis Group**, has been cleared by stations reaching more than 70% of black TV households, and expects to reach its goal of 85% by April 30. Show was most recently cleared by WNBC-TV New York, for airing on June 24. *Sugar* has also cleared other NBC O&O's, including WRC-TV Washington, WTVJ-TV Miami and WMAQ-TV Chicago. Show will premiere nationally on June 3 in Memphis and Jackson, Tenn. Raymond Horn Syndication is handling distribution.

MCA TV, which took first-run weekly *Harry and the Hendersons* to stations for sales presentations four weeks ago, has signed ACT III and Gaylord station groups to boost the half-hour 1990-91 sitcom's domestic coverage to 50% of the country, or just over 40 stations. The new deals complement existing station group signings with six of Fox Television Station Inc.'s seven owned-stations and other post-launch carriage agreements with Renaissance and ABRY station groups. Gaylord-owned stations include KSTW-TV Seattle, WUAB-TV Cleveland and WTVJ-TV Milwaukee, while ACT III stations include WZTV-TV Nashville, WVAH-TV Charleston-Huntington, W.Va., WNRW-TV Greensboro, N.C., WRGT-TV Dayton, Ohio, WRLH-TV Richmond, Va., WUHF-TV Rochester, N.Y., and WTAT-TV Charleston, S.C.

MCA TV President Shelly Schwab says all five of the station groups, and independent stations WGBS-TV Philadelphia and WFTX-TV Boston, have made an "unprecedented commitment" to sign for 72 episodes (three years) on the weekly barter front end (four minutes local, three national), in addition to a subsequent all-cash, three-year back end for stripping. "I can't remember another time in my career when station groups have come to bat so fast to support first-run sitcom programming," Schwab said.

In related news, MCA also gave the green light to a third season (1990-91) renewal for its first-run, half-hour sitcom, *The Munsters Today*. The weekly barter offering (split) enters production today on 24 new episodes.