

taking note that Bohbot Communications handles the advertising buys of over 60 toy manufacturers, and Bohbot is guaranteeing them at least a 6 rating for the program. He says that already 87% of *Video Power's* national advertising inventory has been sold for average upfront prices of \$10,000-\$12,000 per 30-second spot. Being offered to stations on a 3½-minute local, 2½ national barter split. TeleRep is handling barter sales that could net up to \$300,000 weekly or \$15.6 million in yearly national advertising revenue, according to Bohbot's preliminary upfront spot figures. With a \$10 million production budget, Bohbot Communications and equal one third partners Saban Entertainment and Acclaim Entertainment would split the profits.

Production of the live-action segments, which will be hosted by Johnny Arcade (a.k.a. Stivi Paskoski), are being taped in New York by Bohbot Entertainment, while Saban Entertainment is producing up to 40 animated segments featuring various popular video game characters. Saban will also be handling international sales of *Video Power*. Bohbot will distribute and sell it domestically and Acclaim is providing research data in addition to financing part of the

production.

Although he admitted that sales of the program were initially slowed by a rushed launch at last January's NATPE convention in New Orleans, Bohbot said 38 of the top 40 markets signed on during the second and third quarters of the sales season. In Los Angeles, KCOP-TV has slated *Video Power* for the 8:30 a.m. slot, while Bohbot said that WWOR-TV New York has set the show for a 6:30 a.m. clearance. Other top clearances are WPWR-TV Chicago, KTVU-TV San Francisco, WKBD-TV Detroit, WFXT-TV Boston, KTXA-TV Dallas and WUAB-TV Cleveland. —MF

LANDING LONDON

Columbia Pictures Television and Columbia Pictures have entered into an exclusive development agreement with actor Michael Landon. CBS recently announced that Landon has agreed to produce and star in a one-hour dramatic series for the network that will be produced by Michael Landon Productions and distributed by Columbia Pictures Television. The project will be ready for the 1991-92 season.

ITC EXPANDS SALES FORCE

ITC Domestic Television has expanded its sales force with the creation of three new sales positions. Brett Cervantes has been named manager of ITC's central division, Chicago; Richard Easthouse is Eastern division manager in New York; and Dan Menzel is an account executive in New York. Most recently, Cervantes served as senior vice president of sales for Eclipse Entertainment in Chicago, while Easthouse was national sales manager at WOLF-TV, the Fox Broadcasting Co. affiliate in Wilkes Barre-Scranton, Pa., and Menzel worked as sales, planning and pricing analyst for the NBC Television Stations Division in New York. ITC also named John Ballinger to manager, domestic distribution services, which will make Ballinger responsible for coordinating all technical services and satellite transmission of ITC's first-run game show, *Tic Tac Dough*. Ballinger has served as supervisor of domestic syndication since 1988.

PROGRAMING THE VERTICAL BLANKING INTERVAL

In the first quarter of 1991, PBS member stations will begin testing a new data system that will deliver a detailed on-screen TV program guide that consumers can use to program their VCR's to record shows of their choosing with the touch of one button per choice. The system will use PBS for-profit subsidiary PBS National Datacast's six-year-old vertical blanking interval (VBI) data delivery system to deliver InSight Telecast's market-specific video-formatted TV schedule service to viewers via satellite, then via broadcast and cable transmissions to the home.

The system will require a new generation of VCR's that carry the patented InSight receiver, to be licensed and marketed in the U.S., Japan and worldwide by Tokyo-based Sumitomo Corp. The manufacturing consortium put together by Sumitomo will include companies "throughout the Far East," it said. Spelling Entertainment Inc. will provide equity and marketing expertise. And Fort Worth-based publisher TV Host will provide program schedule information to InSight, which will transfer the information to video and feed it to PBS

in Alexandria, Va. PBS, will then insert the information into its national satellite feeds via Westar IV. PBS stations will pass the signals on within video broad-

casts over the air and via cable systems carrying them. InSight said it believes the new generation of VCR's will be available to consumers by early 1992.

| | 11:00 AM | 11:30 AM | 12:00 PM |
|---|---------------------------|----------|--------------------|
| 2 | BEWITCHED | JUDGE | AT NOON |
| 4 | GOLDEN GIRLS | NEWS | INSIDE EDITI |
| DOROTHY BRINGS SOPHIA'S SISTER (NANCY WALKER) OVER FROM SICILY AS A BIRTHDAY SURPRISE | | | |
| 13 | ALL MY CHILDREN | | NEWS |
| 44 | EVERYDAY | | MOVIE |
| A&E | LORNE GREENE'S WORLD OF S | | FUGITIVE |
| CNN | NEWS | | NEWS |
| DIS | WALT DISNEY PRESENTS | | LUNCH BOX |
| LIF | JANE WALLACE | | FRUGAL GOURM |
| TNT | MOVIE | | |
| CH 2 | KTVU-FOX | FBI 2 | 11:25A THUR JUNE ? |