

entertainment with top-flight special effects. Contests and sweepstakes will offer viewers the chance to win a trip to the show's set in South Africa.

Rysher Entertainment

The box-office success of the new "Mission: Impossible" movie bodes well for the fall launch of the weekly drama *F/X: The Series*, says Paul Eagleton, Rysher's vice president of domestic TV marketing.

"Our promos will let the audience know this is a show for people who like action mixed with gadgets and gizmos," he says, adding that the series will benefit from its association with the 1980s "F/X" theatricals. At Promax, Rysher will unveil details of an extensive promotional campaign involving the Microsoft Network and 1-800-Collect.

Also at Promax, Rysher will name the co-hosts of its new strip, *Strange Universe*. The prelaunch promotional campaign will pitch the show as a news-of-the-weird roundup that will take a hard look at claims of alien abductions, UFO sightings and other news-of-the-weird material in an effort to appeal to skeptics and true believers alike.

Tribune Entertainment

Tribune is pitching its new game show strip *BZZZ!* as a fresh take on the tried-and-true relationship game show genre and its track record during a test run earlier this year on Tribune's KTLA(TV) Los Angeles. The promotional campaign also will focus on host Annie Wood, a struggling actress who helped producers revamp the show's format after initially being hired as the talent coordinator.

Tribune also is planning a major push for the fall relaunch of the long-running *Geraldo* as *The Geraldo Rivera Show*. The goal is to remind viewers of Rivera's pledge to emphasize substance over sensationalism and return to his roots in investigative journalism.

Saban Entertainment

Saban is scaling back previously announced plans to air its first-run programming under the Saban Network, for Kids banner. The concept got a chilly reception from many network affiliates already knee-deep in branding initiatives. "You can put only so many bugs on a TV screen," says Lou

Bortone, Saban's senior director of marketing.

At Promax, the stars of the live-action weekly *Sweet Valley High* will outline promotion plans for the weekly serial's third season. The new animated series *The Why Why Family* will be pitched as FCC-friendly, while a range of merchandising and cross-promotional campaigns are in the works to support the launch of *Saban's Adventures of Oliver Twist* and *Sanurui Pizza Cats*.

King World Productions

King World's workshop for *Wheel of Fortune* and *Jeopardy!* will address the long-running game shows' recent slide

executive vice president. The on-air push for the paranormal-themed show will pitch *Psi Factor* as "different from *The X-Files* but just as titillating," Cook says.

For the magazine strip *Day & Date*, the focus will be on a promotional campaign to get viewers to resample the show, launched last fall as a news lead-in for the CBS O&Os, now that the format has been revamped. The goal is to emphasize *Day & Date's* move from live, headline-driven segments to more in-depth coverage of topical stories with strong emotional appeal.

Multimedia Entertainment

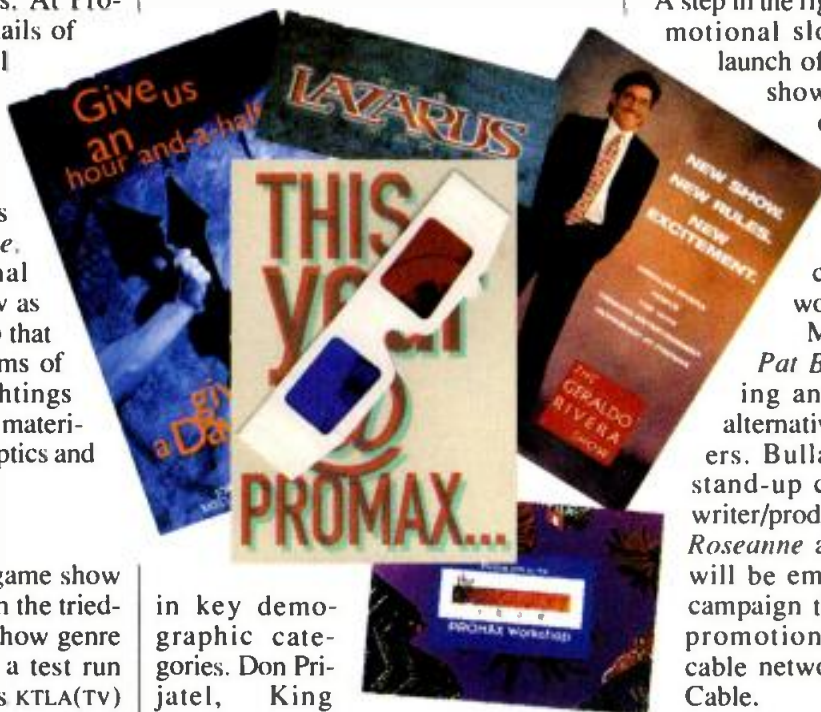
"A step in the right direction" is one promotional slogan planned for the launch of Multimedia's new talk show *Pat Bullard*. To that end, Multimedia last month mailed out one athletic shoe to promotion directors, who will collect the companion shoe at the workshop.

Multimedia is pitching *Pat Bullard* as an entertaining and advertiser-friendly alternative to racy daytime talkers. Bullard's credentials as a stand-up comedian and former writer/producer for the hit sitcoms *Roseanne* and *Grace Under Fire* will be emphasized in an on-air campaign that will involve cross-promotions with several basic cable networks and Time Warner Cable.

For the ongoing national rollout of the talk/variety strip *Crook & Chase*, Multimedia is focusing on the spontaneous humor and inviting repartee delivered by longtime TV partners Lorianne Crook and Charlie Chase.

New Line Television

New Line is mounting promotional pushes for two shows at opposite ends of the programing spectrum: the animated strip *The Mask* and the reality strip *Court TV: Inside America's Courts*. Taking a page from the Walt Disney Co.'s marketing textbook, New Line is preparing a live *Mask* stage show along with a range of national retail promotions. For *Inside America's Courts*, New Line will unveil a plan to give stations easy access to exclusive footage from the show and the 24-hour cable network. An extensive community service initiative will



in key demographic categories. Don Prijatel, King World's senior vice president of advertising and promotion, says he will unveil a number of new promotional efforts for the coming season. *Wheel's* Vanna White and *Jeopardy!'s* Alex Trebek will be on hand to talk with stations about local promotional needs.

Eyemark Entertainment

CBS's new syndication arm is hosting two workshops at its first Promax conference as a full-fledged production and distribution outfit.

Eyemark's promotional campaign for *Psi Factor*, a new weekly drama hosted by Dan Aykroyd, will help define Eyemark's mandate to create new business opportunities for CBS and its station partners. "With *Psi Factor*, we think we've got a franchise that will support a considerable amount of licensing and merchandising," says Bob Cook, Eyemark's