acquired from NBC, and a show many figured would be used on Saturday or Thursday. In his presentation Iger made it clear the network's strategy in setting the new schedule was to continue to aggressively pursue younger demographics with younger-skewing comedies and quality dramas. Network executives are apparently counting on the ability of the two new Saturday night dramas to pull in a broad-based audience rather than depending on *Matlock*, which has an almost exclusively older viewership.

Sunday

Sunday's lineup was notable for the absence of the new ABC News magazine show that Forrest Sawyer has been picked to host. Apparently the news division needed more time to fine-tune the project, which will go head-to-head with CBS's *60 Minutes*, giving *Life Goes On* the opportunity to continue going on, at least for half the season. The new magazine show is slated to debut in January at 7-8. ■

TELEVISION TARGETING TEENS

The demo turns hot as producers and distributors hope to emulate the success of 'Beverly Hills, 90210' and other younger-skewing shows

By Steve McClellan

From soap operas and episodic dramas to sitcoms, talk shows and magazines, producers and distributors are programing to the teenage TV audience more than ever before. In large part, Fox has led the way with such teen-driven hits as *Beverly Hills, 90210*, *The Simpsons* and *Married...with Children*.

In fact, those four shows are among the 10 most watched programs by teenagers, according to a poll by Northbrook, Ill.-based Teen Research Unlimited covering January-February 1992. Other shows making the cut were NBC's *Fresh Prince of Bel Air* and *Cosby*, while ABC was represented with *Full House*, *America's Funniest Home Videos* and *Funniest People*, and *Family Matters*. CBS wasn't represented in the top 10 and had just one program in the top 20—*Rescue 911*.

Teens have been one of the most difficult audiences for over-the-air broadcasters to capture. "There aren't that many shows out there, and it is very difficult to reach the teen audience," says Dan Mulholland, executive vice president, Muller Media, which syndicates a teen/young adult magazine, *Scratch*. Produced by KXTV(TV) Sacramento, Calif., and the recent winner of two Northern California Emmy's, *Scratch* is entering its second year in syndication next fall.

The number of first-run teen-driven shows is on the rise. Claster Television has cleared a new weekly drama, *Catwalk*, in 76% of the country. It's Claster's first effort to distribute a non-children's program since the 1970's *Bowling for Dollars*.

In addition, Twentieth Television is said to be very close to making a decision about taking *Jane* into syndication. The show, a talk strip every bit as intense—and sometimes as silly—as *Oprah* or *Donahue*, is currently being tested on Fox flagship WNYW(TV) New York. Greg Meidel, president of Twentieth Television, says a decision to take the show into syndication will be made in the "very near future."

But Garth Ancier, the show's producer, says he has "no doubt" the show will enter syndication, through Fox or some other distributor. "The viewer response has been incredible," says Ancier. "We did one poll asking people to call if they'd ever been 'dumped' by someone, and got over one million calls in seven hours."

Ancier says he expects the show to be rolled out slowly, with a full national rollout accomplished over the next year and a half.

In July, Sachs Family Entertainment will test a new soap opera strip, aimed at kids and teens, called *Swans Crossing*. The show has cleared close to 90% of the country, including KCAL-TV Los Angeles and WPIX-TV New York.

Just about everybody in the teen programing business stresses, however, that their shows can't and don't appeal just to that age group. "There is not enough teen targeted money out there just to reach teens" in any given show, says Betsy Frank, senior vice president at Saatchi & Saatchi Advertising.

"Marketers see a value to reaching teens where they are taking on a growing importance as decision makers,"

CARSEY-WERNER HAS A 'SECRET'

Carsey-Werner Distribution has acquired the worldwide television rights to the vintage panel game show *I've Got a Secret*, and will do a first-run revival of the show for syndication starting September 1993. The company acquired the program outright from Mark Goodson Productions, the original producer (then known as Goodson-Todman Productions). Not included in the deal, however, is the library of past episodes of *Secret*, which ran on CBS in prime time and other dayparts from 1952 to 1967. Another version was produced in 1976. Those episodes could show up on a cable game show channel, and Goodson is exploring opportunities in that area.

I've Got a Secret, originally hosted by Gary Moore, and then Steve Allen, will be the second game show revival project for C-W in as many years. In September, the company is launching the new *You Bet Your Life*, hosted by Bill Cosby.

Bob Jacobs, president, C-W Distribution, says *Secret* will not be a "companion" program to *You Bet Your Life*. "Sure, there may be some instances where the two shows run together," says Jacobs, "but it's really not designed that way."

The idea for *Secret*, says Jacobs, evolved from the same research that inspired the company to revive *You Bet Your Life*. "It told us people were missing this kind of show, which is more celebrity-driven entertainment than it is game."

Details on the host, panel and producer are still to come. -SM