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'Baywatch' spinoff, Ricki Lake wannabees hot topics at TV convention

LAS VEGAS (AP) — Lights, cameras, checkbooks. The an-nual supermarket of syndicat-ed TV programs has opened for business.

Hot programs for sale at the National Association of Television Program Executives convention include a "Baywatch" spinoff, a newly hatched crop of young talk show hosts and "Home Improvement" and "Seinfeld" reruns.

feld" reruns. "It's a bazaar for programs," said Lou Dennig of Blair Televi-sion, which advises TV station clients on programming pur-chases. And the three-day NATPE convention opening Tuesday is one wild bazaar. Megawatt displays, schmooze sessions with stars, nearly 500

sessions with stars, nearly 500 exhibitors and an expected 14,000 attendees are turning the Sands Hotel convention center into Hollywood.

David Hasselhoff, star and producer of "Baywatch" and the upcoming "Baywatch Nights," posed patiently for souvenir pho-tos. Pinup hero Fabio, promoting a celebrity shopping channel he's invested in, did the same and

invested in, did the same and shook hands with an eager con-ventioneer: "My wife will be thrilled," the man said. Tori Spelling, the "Beverly Hills, 90210" star on hand to present an NATPE lifetime achievement award to producer-ded Accord is briefly transfured dad Aaron, is briefly transfixed by a display of "Baywatch Bar-bie" dolls and toys.

A plastic display case kept her from getting a hands-on examination. "I'm outta here," she chirped.

At today's session, media magnate Rupert Murdoch was to accept an NATPE award. A panel of independent producers was slated to discuss the changing economics of the syndication market.

Broadcast syndication amounts to a \$3.5 billion business domestically, Bruce Johansen, president of NATPE International, told the opening session.

International broadcasters also come in search of shows.

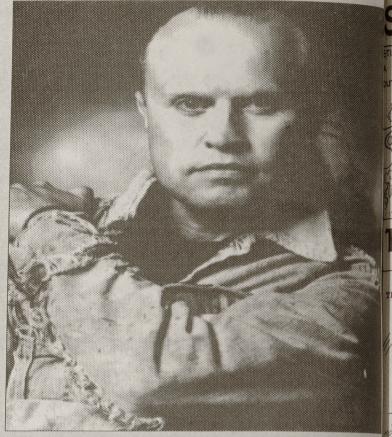
The offerings include programs created specifically for syndication and so-called "offnetwork" shows such as "Home Improvement" and "Seinfeld," which will start airing in daily reruns this fall.

A bevy of "Ricki wannabees" were in evidence, the result of talk show host Ricki Lake's cultivation of younger viewers. Looking for TV homes were Tempestt Bledsoe, once a "Cosby" kid, and Carnie Wilson, daughter

Aggielife

Thursday • January 26.

A Flock of Seagulls performing tonight



Mike Score, is lead singer and founder of A Flock of Seau performing tonight at 3rd Floor Cantina. A Flock of Seaguls best known for the early-'80s hit "I Ran." The group won Grammy award for Best Rock Instrumental Performance in the song "D.N.A."

'Life' on support from die-hard for

NEW YORK (AP) - You've . seen it all before. A certain TV series ignites passion in millions. But not enough millions. Its Nielsen ratings are low. It faces oblivion.

ratings are low. It faces oblivion. Its fans scream bloody murder. Sometimes, their SOS (Save Our Show!) is heeded by the network bosses. Much more often, it falls on deaf ears, and the show disappears. The fate of "My So-Called Life" which goes on so-called

Life," which goes on so-called "hiatus" after tonight's so-called "season conclusion" (at 8 p.m. EST on ABC), won't be decided for as much as three months. Maybe it will be back next

fall. Then, viewers can resume their odyssey through the minds and hearts of Angela

Then, the audience can rejoin this show's brilliant cast, including Claire Danes, who, playing Angela, earned herself the Golden Globe for best actress in a dramatic TV

series last weekend. Maybe "My So-Called Life" will return in a more hospitable thought television could." berth than this season's, up against NBC's hit sitcoms "Mad About You" and "Friends." Maybe then its ratings will be better than its current season-todate ranking of 119th out of 142 shows. Or maybe this unique and deeply affecting drama will call it a so-called day with episode helped organize a flood of em No. 19, after which the onto ABC's hard disks.

antiquated and anything unique "Matlock" takes over time slot. Maybe. But don't think disciples of "My So-Called are just sitting back and wan for ABC to render its verdic. For starters, they he mounted a letter-write campaign

campaign.

"Never say die!" ech DK through cyberspace. Si proclaimed "So-Called Fans" wielding the same hightools in the defense of "My Called Life" that they embra to share their devotion to show from the moment premiered last August.

"I'm absolutely gaga

"I'm absolutely gaga over MSC girl living near Pittsburgh, and the friends and family that surround her. Then, the <u>- Steve [c]</u>

"My So Called Life"

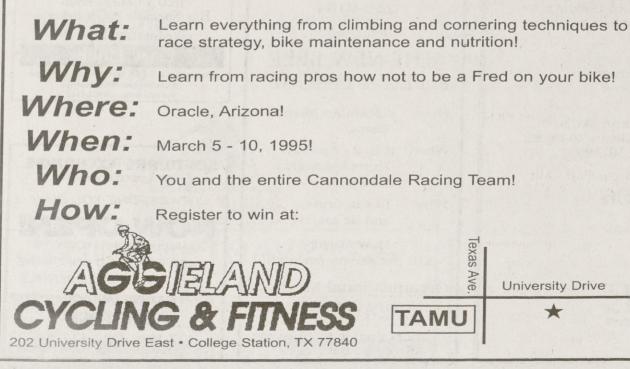
MSCL," wrote Steve Joyner, all year-old author who lives in St Francisco, in a lengthy emissive he posted in Decen "It touches us in ways we

The "pamphlet" by

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of Beach Boy Brian Wilson.

The fledgling networks -Vi. acom's United Paramount Network and WB from Warner Bros., both launched this month were a key topic at a NATPE panel Tuesday that brought together their programming chiefs along with CBS, ABC, NBC and Fox executives.

computer-age Thomas Pa called for a pressure gr dubbed Operation "Life" Supp

Since then, this cyber-gr has published a newslet raised several thousand dol to buy imploring ads in industry publications, a

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