

# ABC-TV wins in prime time and in a big way

**Network brings in highest rating in TV history in taking first in September-April season**

ABC-TV not only won its first prime-time "season" ever this year, it set a record with the highest average rating in the history of television.

ABC's 21.5 rating for the period from Sept. 20, 1976, through April 17, 1977, broke CBS's 20-year stranglehold on the prime-time Nielsen, and edged past the 21.4 rating CBS had for the 1962-63 season. ABC's 2.8 rating-point lead over CBS was the biggest winning margin since the 1963-64 season, when CBS lorded it over NBC to the tune of 3.2 rating points. CBS wound up with an 18.7 rating for the 1976-77 season and NBC was third with an 18.1 rating. (Even though the so-called third season has blurred the prime-time outlines somewhat this year, all three networks have agreed to April 17 as an acceptable cut-off date.)

The magnitude of ABC's win is reflected in the ratings of individual series. ABC had the top four shows and seven of the top 10. (By contrast, NBC was stuck with seven of the 10 lowest-rated series.)

What follows is a ranking, compiled by ABC, of every prime-time series that made its way onto the three-network prime-time schedules between Sept. 20, 1976, and April 17, 1977, and its average rating for the season.

Series	Rating
1. Happy Days (ABC)	31.4
2. Laverne and Shirley (ABC)	30.9
3. ABC Monday Movie	26.6
4. Charlie's Angels (ABC)	26.0
5. M*A*S*H (CBS)	25.9
6. Big Event—Part I (NBC)	25.4
7. Six Million Dollar Man (ABC)	24.3
8. ABC Sunday Movie	24.2
9. Baretta (ABC)	23.5
10. One Day at a Time (CBS)	23.4
11. Three's Company (ABC)	23.1
12. All in the Family (CBS)	22.9
13. Welcome Back, Kotter (ABC)	22.7
14. Bionic Woman (ABC)	22.4
15. Little House on the Prairie (NBC)	22.3
16. Waltons (CBS)	22.3
17. Barney Miller (ABC)	22.2
18. 60 Minutes (CBS)	22.0
19. Hawaii Five-0 (CBS)	21.9
20. NBC Monday Movie	21.7
21. Rich Man, Poor Man—Book II (ABC)	21.6
22. Eight Is Enough (ABC)	21.2
23. NFL Monday Night Football (ABC)	21.1
24. Jeffersons (CBS)	21.0
25. What's Happening (ABC)	20.9
26. Good Times (CBS)	20.5
27. Sanford and Son (NBC)	20.3
28. ABC Friday Movies	20.2
29. Tony Randall Show (ABC)	20.0
30. Alice (CBS)	20.0
31. Maude (CBS)	19.9
32. Wonderful World of Disney (NBC)	19.8
33. Rhoda (CBS)	19.7
34. Starsky and Hutch (ABC)	19.6
35. Busting Loose (CBS)	19.6
36. CBS Wednesday Movie	19.6
37. Feather and Father Gang (ABC)	19.2
38. Life and Times of Grizzly Adams (NBC)	19.2

tionwide study, sponsored by the General Mills Consumer Center and conducted by the research firm of Yankelovich, Skelly & White Inc., New York, that dealt with television and other areas. The study was based on a national probability sample of 2,102 individuals interviewed from 1,230 families including 469 children, 6 to 12 years old.

In citing influences that made it hard to raise children, 14% mentioned TV, which trailed other factors including broken marriages, decline of religion and drug use. Among major personal concerns about raising children, 34% mentioned viewing "so much violence on television," which was topped only by giving into children more often than should" (37%).

Among "nagging" problems involved in raising children, 23% reported "children watching too much TV," though this lagged behind a number of other situations, such as "filling up with snacks between meals" (32%); "crying and whining" (30%); "not eating what they should" (27%) and "talking back and being disrespectful" (26%).

The parents and children agreed that the amount of time children spent in front of TV sets and the programs they watch lead to family arguments. But letting children "watch extra television" is used as a reward by one parent in five, while one in four withholds television from children to discipline them.

## The up is off in advertising

BBDO International, New York, expects 1977 to be another good growth year for advertising in general—but not as good as 1976. Bruce Crawford, BBDO president, told the New York Society of Security Analysts on April 15 that the agency believes advertising expenditures in general will increase 11%-12% and BBDO will continue to share in the industry's growth. He estimates that in the first quarter of 1977 BBDO net income will at least match the 1976 first-quarter gain in 14.8% and said the agency does not anticipate that full-year 1977 earnings will equal the percentage increase of 26.2% attained in 1976.

### Advertising Briefs

**NH&S's buy-back.** Needham, Harper & Steers, New York, is proceeding with its proposal originally made last Nov. 30 to go private by buying back shares of outside shareholders (BROADCASTING, Dec. 6, 1976). Agency plans to offer proposal at its annual meeting in New York on June 30, and, if approved by majority of outside shareholders, it will be consummated. New price: \$13.50 per share, up from offered price of \$12.50 last November.

**Settled.** National Advertising Division of Council of Better Business Bureaus resolved 15 challenges to national adver-

tising, including seven on television, during March. Discontinued was TV commercial by Sterling Drug (Bayer aspirin). Reviewed and found acceptable were TV commercials for Bristol-Myers (Ban Basic antiperspirant); Hobart Manufacturing Co. (dishwashers); Maytag Co. (dishwashers); Perdue Inc. (cornish hens); Procter & Gamble Co. (bathroom tissue) and A.E. Staley Manufacturing Co. (fabric softener).

**Remuneration.** Proxy statement by Doyle Dane Bernbach, New York, shows highest paid officers in 1976 (salary and bonus) were William H. Bernbach, chairman of executive committee, \$245,129; Joseph R. Daly, board chairman, \$250,667 and Ted H. Factor, vice chairman of board and in charge of West Coast operations, \$142,721. Annual meeting will be held May 4 in Magno Review theater in New York.

**Barter & full service.** Alpert, Carbery & Associates Inc., New York, has been formed as full-service agency that will offer barter capability to clients. They may pay in merchandise or services. Jim Carbery, president, formerly was in barter advertising as vice president and management supervisor at Atwood Richards Inc., New York. Jerry Alpert, board chairman, had headed his own creative marketing firm, G.J.A. Associates, New York. New agency is at 655 Madison Avenue, N.Y., 10022. (212) 421-4166.

**Moving in Detroit.** HR Television is moving its Detroit office on May 2 to 999 West Big Beaver Road, Suite 805, Troy, Mich. 48084. Phone: (313) 362-4030. James Lannin is manager of office.

**Katz moves.** Katz Agency has moved its national headquarters to larger space at One Dag Hammarskjold Plaza, New York 10017, Phone: (212) 572-5500.

**Buckley's new office.** Buckley Radio Sales has moved its headquarters to new offices at 485 Madison Avenue, New York 10022. Telephone remains (212) 832-0404.

**Now in Cleveland.** Blair Television will open new sales office in Cleveland, its 13th, at location to be announced soon, with David Malmad, member of Blair's ABC Station Division sales team in New York, to head operations there.

## How to beat the press

National Radio Broadcasters Association will sponsor 10 one-day seminars to give radio sales people information on how to compete more effectively with newspapers. To be conducted by the Webster Group, Maurie Webster, president, programs are scheduled for: May 24, Atlanta; June 1, Denver; June 2, Los Angeles; June 3, Seattle; June 9, Washington; June 15, Dallas-Fort Worth; July 13, Boston; July 15, Memphis; July 20, Chicago, and July 21, Kansas City, Mo.