

share on Sunday, making it the highest-rated entertainment program to air this season and the third highest-rated movie ever, behind "Gone with the Wind" and "Airport '75," CBS said. Weekly averages showed ABC with a 21.3, CBS with a 21.1 and NBC-TV with a 17.6. ABC won four nights—all on the strength of its regular series, which swept eight of the top 10 program spots. NBC won only Monday, scoring a 37 share with the first segment of *Backstairs at the White House*. CBS, besides its Sunday win with "Rocky," took Friday with a solid performance from *The Dukes of Hazzard*, the only new series behaving as though it might be a hit.

Hazzard had a 34 share at 9-10 p.m. NYT, a point better than its outing the previous week. It improved markedly on the 26 share pulled by its lead-in, *Wonder Woman*, and helped *Dallas* to a respectable 32 at 10-11 p.m.

New series faltered on both competing networks that night. NBC's new comedy block took a decided turn for the worse, a decline all the more noticeable in juxtaposition with the growing success of its lead-off show, *Diff'rent Strokes*. *Strokes* had a 38 share, which beat a special *Happy Days* episode on ABC by a remarkable 10 share points. *Happy Days* was there to lead into the new *Makin' It*, which also had a disappointing 28 share, 11 points off its special preview behind *Mork and Mindy* the previous night.

NBC followed *Strokes* with a 28 share from *Brothers and Sisters*, 10 points off its lead-in but two points better than its last outing. From there it was all down hill. *Turnabout* came in with a 23, *Hello, Larry* a 22 and *Sweepstakes* a 19, putting all three in the week's bottom five programs. ABC had a 32 share from a made-for-TV movie, "The Girls in the Office."

CBS's troubles came on Wednesday. *The Incredible Hulk*, still plagued by affiliate defections for Mobil Oil's *Edward the King*, came in with a 24 share at 8-9 p.m., a point lower than a week earlier. *One Day at a Time*'s 29 share showed some strength, but far less than the show displayed in its former Monday-night time period. *The Jeffersons* inched up to a 30, but *Kaz* dipped a point to a 29. ABC's *Eight is Enough*, *Charlie's Angels* and *Vega\$* were stronger than ever, averaging a 41 share for the night. NBC barely saw daylight with a 25-share circus special and a 20-share movie, "Viva Knievel."

ABC's *Salvage* premiered against somewhat tougher competition in its regular time period at 8-9 p.m. Monday. Facing *M*A*S*H* and *WKRP in Cincinnati* on CBS and *Backstairs at the White House* on NBC, the fantasy-adventure came in with a 28 share. *How the West Was Won* was pre-empted for the Pro Bowl, which pulled only a 25 at 9-11 p.m. Although the schedule that night was atypical, the 29-share performance of *WKRP* could be ominous for CBS; that was six points off *M*A*S*H*'s lead-in, twice the drop of a week before. The 31 share turned in by CBS's highly touted special, *The Corn is Green*, could be considered disappointing.

Among the week's other notable per-

formances, CBS previewed *Co-ed Fever* behind "Rocky," giving the new sitcom a 36 share of audience. That network's two-partner, *Mr. Horn*, had a 31 share on Thursday and a 27 on Saturday. ABC's new *Delta House* dropped three share points from its previous outing, coming in with a 28 on Saturday, while *Welcome Back, Kotter*, rejoined the schedule behind it with a 24. Also lagging for ABC is *Starsky and Hutch*, which lost nine points from *Taxi*'s 39-share lead-in on Tuesday.

Program Briefs

Patty's story. ABC-TV has scheduled *The Patty Hearst Story* as three-hour TV movie Sunday, March 4. Dennis Weaver stars as former FBI agent, Charles Bates, upon whose recollections story is based. Lisa Eilbacher plays Miss Hearst for David Frost's Paradine Television.

'Thrillers' seekers. ITC Entertainment's *Thrillers* package of recycled made-for-TV movies has been sold in 57 markets so far, including nine of top 10. Among takers are WPIX(TV) New York, KCOP(TV) Los Angeles and WGN-TV Chicago.

Jeopardy out. Daytime quiz show *Jeopardy* has been canceled by NBC-TV to make room for expansion of *Another World* to 90 minutes (BROADCASTING, Jan. 29). New line-up effective March 5, also has new time periods for *Password Plus* (12 noon-1 p.m. NYT) and *Hollywood Squares* (12:30-1 p.m.).

New cops for ABC. Filmways TV Productions announced order of 90-minute action-adventure pilot from ABC Entertainment. Called *240-Robert*, it concerns underwater and mountain rescue team of Los Angeles County Sheriff's Department. Rick Rosner, producer of *CHiPs* for NBC-TV, is executive producer.

CBS plays some put and take on Wednesday

Sagging 'Hulk' repositioned; two others sidelined; two subs waved in

CBS-TV has moved quickly to shore up trouble spots on its second-season prime-time schedule—removing *Wonder Woman* and *Co-ed Fever* and adding *Billy* and *Married: The First Year*.

A prime focus of the changes announced last week is on Wednesday night, where *The Incredible Hulk* has been sinking badly, presumably due to affiliate defections for Mobil Oil's *Edward the King*. Beginning Feb. 23, *Hulk* will air in *Wonder Woman*'s former time period, Friday, 8-9 p.m. NYT. With the *The Dukes of Hazzard* blossoming as a possible 9-10 p.m. winner that night and *Dallas* holding up behind it, CBS's new Friday schedule looks formidable.

Going into the Wednesday quagmire that slowed the *Hulk* is *Married: The First*

Year, a Lorimar production about "a young couple facing contemporary problems on the age-old rocky road to romance." CBS has long had the series on the back burner as a short-order replacement possibility.

CBS said that *Co-ed Fever* had been postponed due to "production problems," although it received overwhelmingly bad reviews from both critics and advertisers (BROADCASTING, Jan. 8, 15). It had aired once in a special preview following "Rocky" on Feb. 4, scoring a 36 share. To replace it, CBS moved its other new Monday sitcom, *Flatbush*, up half an hour to 8-8:30 p.m. *Billy*, a John Rich/20th Century-Fox production formerly known as *Billy Liar*, goes in at 8:30-9 p.m. The series centers on a 19-year-old boy "whose 'Walter Mitty' flights of fancy keep getting tangled up with the hard realities of his real life."

Billy premieres Feb. 26, as does *Flatbush*. *Married* starts Feb. 28. *Wonder Woman* is to have a one-time special broadcast on Monday, Feb. 19, at 8-9 p.m., before taking hiatus. CBS said production on the series will continue and that its new time period will be announced. The same goes for *Co-ed Fever*.

Fogarty scores TV networks for quality and effects of children's fare

To say it's inane is to pay it undue compliment, FCC commissioner tells PTA group; he says best defense is to turn off the set, protest to networks, stations, advertisers

FCC Commissioner Joseph Fogarty used a meeting of the Rockledge Elementary School Parent-Teachers Association (in Bowie, Md.) as the forum for a sharp attack last week on the children's television programming offered by the networks. He noted that the commission is now in the process of determining whether broadcasters are discharging their "special responsibility" to children but said parents could help improve the programming by turning off the set.

"To say that the vast bulk of today's TV fare for children is inane is perhaps to pay it an undue compliment," the commissioner said. What's more, he said, there is a growing body of evidence to suggest that television may "be having significant negative effects on child development"—that "too much TV" is responsible for a decline in the reading and writing skills of children. And while the networks offer "much" that is good in children's television, he said, "the plain fact is that by any standard of intelligence, creativity, and caring, the bulk of commercial television is an insult to our children."

Commissioner Fogarty noted that the