

*Mackenzies* plunged to a 29 share from the 47 it scored in its premiere the week before. Though the Saturday *Delta House* episode produced only a 23 share, a Thursday edition pulled a 41.

On CBS, *Bad News Bears* came in with a 33 share, the second episode of the *Chisholms* miniseries had a 32, down four points from the premiere, and *Stockard Channing in Just Friends* held onto a 30, but *Dear Detective* dropped to a 26, six points below its premiere the week before.

*Diff'rent Strokes* continued to show its strength for NBC, pulling a 39 share, but in the following half-hour *Hello Larry* dropped to a 28 and *Brothers and Sisters*, following that, dropped to a 20.

The last three episodes of NBC's second presentation of its *Jesus of Nazareth* miniseries scored in the 30-to-34 range, giving NBC its best scores of those nights.

Highest share of the week, a 54, belonged to a repeat of ABC's *Laverne and Shirley*, which at 33.7 was also the highest rated show. Second highest share, a 50, went to CBS's *60 Minutes*, which with a 28.9 rating was ranked fourth. Repeats of ABC's *Three's Company* and *Happy Days* placed second and third, a *Mork and Mindy* rerun, also on ABC, was fifth, a new episode of *All in the Family* on CBS was sixth, a *Taxi* repeat on ABC seventh, a new *One Day at a Time* on CBS eighth, the Thursday *Delta House* special on ABC was ninth and a rerun of CBS's *M\*A\*S\*H* rounded out the top 10.

## Cartoons still carrying Saturday for the networks, but all are adding new program designs

**Short, informational inserts are favored in newly released schedules; some longer forms will also be inserted throughout the week**

ABC-TV and NBC-TV children's schedules were out last week. Together with the earlier announced CBS-TV line-up, it's clear animated shows will remain the staple of Saturday morning when the new children's season opens Sept. 8. But new program forms are being introduced by all three and new time slots being opened.

NBC will launch an as-yet untitled hour Saturday, Oct. 20, at noon, directed toward "the inner feelings, problems and questions of adolescents and preadolescents." The series is said to combine interviews with sports, entertainment and political "heroes," musical and acting performances, and animation. In addition, NBC's Saturday schedule also will include three one-minute *Ask NBC News* segments with youngsters questioning news correspondents, and three one-minute *Time Out* segments with sports figures offering health, fitness and safety tips. *Special Treat* presentations also will be back, with four new shows next season.

CBS, on four weekend afternoons or holidays, will offer three original adaptations of contemporary books and one repeat under *The CBS Library* banner. Following the lead of its *Joey and Redhawk*, CBS plans two more miniseries for children. It also will offer three broadcasts of a special, *The Kids on the Block*, using "life-sized handcrafted puppets... based on a concept designed to ease the entry of handicapped children into regular classrooms and society." Returning shows range from *Captain Kangaroo* to *Razzmatazz*.

With the upcoming season, ABC-TV said it will offer "no less than 30 seconds of nutrition, health and safety, or consumer information spots per half-hour" and when it cuts back commercial time during children's programming in January, the network said it will increase their number. One new segment will be *H.E.L.P.*, "a series of funny, clever and informative animated first-aid lessons." ABC will be back with its *Kids Are People Too*, an 85-minute Sunday variety show; *Afternoon Specials*, and an expanded *Schoolhouse Rock*, among other shows.

On the Saturday morning cartoon front, ABC will have *The Plasticman Comedy Adventure Show*; Plasticman's the host and new elements are "Mightyman and Yukk," "Fossilfoot" and "Rickety Rocket." ABC said that the show's "stars" will also offer consumer tips and that "32 30-second spots have been pre-

pared." ABC will also introduce *Spiderwoman*. Joining the CBS Saturday morning schedule is *The New Adventures of Mighty Mouse and Heckle and Jeckle*. NBC has three new animated entries: *Godzilla Meets the Shmoo and the Thing*, *The Globetrotters and Casper* and *The New Adventures of Flash Gordon*.

The Saturday morning schedules:

■ ABC: 8-8:55: *The World's Greatest Superfriends*; 8:55-9: *ABC Schoolhouse Rock*; 9-10:55: *The Plasticman Comedy Adventure Show* featuring Plasticman, Mightyman and Yukk, Fangface, Rickety Rocket and Fossilfoot; 10:55-11: *Schoolhouse Rock*; 11-11:25: *Spiderwoman*; 11:25-11:30: *Schoolhouse Rock*; 11:30-11:55: *Scooby and Scrappy Doo*; 11:55-noon: *Dear Alex & Annie*; noon-12:30: *ABC Weekend Specials*; 12:30-1: *American Bandstand*.

■ CBS: *In the News* segments have been scheduled 10 times in the Saturday line-up, at 26 and 56 minutes after most hours; 8-8:26, 8:30-8:56: *The New Adventures of Mighty Mouse and Heckle and Jeckle*; 9-9:26, 9:30-9:56, 10-10:30: *The Bugs Bunny/Road Runner Show*; 10:30-10:56; 11-11:26, *The Popeye Hour*; 11:30-11:56; *The New Fat Albert Show*; noon-12:26: *Jason of Star Command*; 12:30-12:56; 1-1:26: *Tarzan and the Super Seven*; 1:30-2: *30 Minutes*.

■ NBC: 8-8:30: *Alvin and the Chipmunks*; 8:30-9: *The Daffy Duck Show*; 9-10:30: *Godzilla Meets the Shmoo and the Thing* with three separate segments; 10:30-11: *The Globetrotters and Casper*; 11-11:30: *The New Fred and Barney Show*; 11:30-noon: *The New Adventures of Flash Gordon*; noon-1: untitled entertainment/information series. From 9 a.m. to noon, NBC also will be scheduling three one-minute *Ask NBC News* segments and three one-minute *Time Out* sports features.

On Sunday morning, NBC does not program for children; ABC will have, from 10 to noon: *Kids Are People Too*; *Dear Alex & Annie*; *Animals, Animals, Animals*, and *Schoolhouse Rock*. CBS, from 8 to 8:56, has *Skatebirds* and *In the News*.

## Government and gas: PTV's prime angels

**Federal agencies, not including CPB, and private companies, most of them oil firms, are biggest backers of PBS shows**

U.S. government agencies and private corporations—the majority of them oil companies—were the top two sources of funds for programs shown by the Public Broadcasting Service in fiscal 1978, according to a new study by PBS. The study also points out that since 1973 foundation support of PBS programming "has been steadily decreasing" although all other forms of



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