

Monitor

Tit for tat. CBS-TV and NBC-TV have stopped exchanging taped highlights of their National Football League games. Geoff Mason, executive vice president of NBC Sports, said he and his people put embargo on CBS's use of NBC highlights after Neal Pilson, business affairs vice president of CBS Sports, rejected NBC Sports request for material from "10 or 11" CBS events for inclusion in NBC Sports year-in-review program (scheduled Dec. 22 at 4-6 p.m. NYT). Pilson said he turned it down because it was "an extraordinary request" not just for highlights but for material that would form body of program. Mason said he hadn't expected to use more than four or five minutes of CBS material in two-hour show anyway—and that ABC had honored similar request for material from NBC without question. ABC Sports also is planning sports year-ender, covering the decade, and Mason said NBC was furnishing material ABC requested for that. CBS sources said ABC hadn't asked them for anything but had done what the CBS sources considered right thing: "They went out and bought the film they needed."

One fewer. Chuck Barris's syndicated *Three's a Crowd* may have been doing well at Post-Newsweek's wov(tv) Detroit, but station will replace it with Barry Enright's *Joker's Wild* as of Dec. 21. Wov spokesman said station had received assurances that humor base would be broadened, with fewer double entendres—but wasn't willing to wait couple of months for change. Local women's groups had been meeting with station. Distributor, Firestone Program Syndication, said there had been "just a couple" of other such drop-outs, but wouldn't name them.

Gamesman. Metromedia Producers Corp. has signed Bob Stewart Productions to exclusive co-production and distribution deal. First co-production pilot, half-hour game strip, *Punchline*, will be taped Dec. 26 and be available at National Association of Television Program Executives convention in San Francisco in February. Among Stewart's past credits are *Password*, *The Price is Right*, *To Tell the Truth*, and *Pyramid*.

In the marketplace. Group W Productions is distributing *Clever Jack*, children's special, available as hour or two half hours. It's performed by First All Children's Theater Co., with Lucie Arnaz as host. Fish Communications is producer in association with wcbstv New York, Meredith Broadcasting, and Corp. for Entertainment and Learning. . . . Latest on Gold Key Entertainment domestic distribution list is 28 "Blondie" features (75 minutes each) from King Features Syndicate. . . . ARP Films Inc., syndicator of such "Marvel Superheroes" as Captain America and Incredible Hulk, has added *New Fantastic Four* off-network series to its animated offerings. . . . Hairstylist Vidal Sassoon will host new half-hour daily magazine, *Your New Day*. Shooting was to begin this month at Metrotape West, Hollywood, with SFM Media Corp. handling distribution of New Day Productions project. . . . Clarence Greene's Tower Productions, Hollywood, has begun \$4.5-million production of *The Year of the French*—six-hour miniseries for Radio Telefis Eireann, Ireland's television network. Series is to be released for U.S. syndication. . . . WUAB(tv) Cleveland has become 40th station to buy Samuel Goldwyn Co.'s feature package, *Best of Goldwyn*. Titles include "The Best Years of Our Lives," "Guys and Dolls" and "Hans Christian Andersen." . . . Filming has begun on MCA-TV/Universal's *The Gossip Columnist*, Operation Prime Time project set for airing March 1980 as either two-hour feature or as five half hours.

Signing for software. ABC Inc. has joined forces with film producer-director Robert Altman and his firm, Lion's Gate Films, and Shubert Organization Inc., to develop, produce and market films or tapes of theatrical productions for videocassette market. Under joint undertaking, ABC Video Enterprises would market programming of Broadway, off-Broadway and regional theater properties in which Altman and his firm would be used to transfer presentations to film or tape. Shubert Organization is said to be largest theatrical organization of its kind, engaged in operations of legitimate theaters and production of plays. It operates 22 theaters in five major U.S. cities.

ABC pulls away. ABC Radio Network has signed three-year contract for live broadcast of Kentucky Derby horse race classic, starting in 1980. CBS Radio had held rights to May event for 29 years. ABC Sports holds television rights to Derby.

Into the fray. Barry & Enright Productions and Colbert Television Sales are entering afternoon talk-variety syndication market with new *The Bert Convy Show*, set to be company's primary attraction at February's National Association of Television Program Executives convention in San Francisco. Dick Colbert has admitted that company expects loss on show during its first year and as consequence B&E will be retaining two 30-second spots for its own commercial sales. *Convy* is 90-minute daily production that will also be available in 60-minute version. Retained spots are in first two half hours. B&E has built reputation on syndicated game shows (*The Joker's Wild*, *Tic Tac Dough*, *Joker! Joker!! Joker!!!* and newest *Play the Percentages*), and new venture marks significant departure for firm. *Convy* will be available for airing beginning next September.

PM
MAGAZINE

No. 1 in
MINNEAPOLIS

14
RATING

32
SHARE

57%
More homes than
year-ago
programming!

WCCO-TV
6:30 PM

**THE NUMBER ONE
ANSWER FOR ACCESS**

GROUP W PRODUCTIONS
INC./WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: ARB Oct. 1978, Oct. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.