

affairs off the creative people in programming, all of their energies will be directed toward what is going on the air. And Irwin Moss reporting directly to me will facilitate deal-making at every level."

Absent from that team, however, is Weinblatt, who was named president of the entertainment division when it was formed in 1978. Under his leadership, the network has generally improved its position in the three-way prime-time competition—not so much with major ratings gains (although those have come in some time periods) but in stemming a ratings slide that plagued NBC through the second half of the 1970's.

Weinblatt's new NBC Enterprises is charged with international and domestic sales of NBC-produced programming, television and radio, and for "developing other profitable uses" of NBC's product. Weinblatt will oversee foreign sales of NBC-made sports, news and entertainment shows and represent the network in the sale of NBC shows to companies syndicating programs in the U.S.

Weinblatt said last week that he had asked to be relieved of the entertainment division presidency largely due to the constraints it had put on his personal life. The changes, he said, had been in the offing for over a month. "It just got to be too much," he said. "The negatives were getting to be more than the positives. It's nice to walk into the house and have your children know who you are."

One major role in his new job, he said, will be to explore the role of NBC in providing programming for the new video tech-

nologies such as disks and cassettes. Other areas, such as in-flight films, school aids and the like will also be explored, he said.

Ratings race: CBS within whisker of ABC

Just one-tenth of point separates front-runners as CBS takes seventh out of last nine weeks

CBS-TV maintained its winning push in the week ended Jan. 13, pulling to within a tenth of a rating point of ABC-TV in the prime-time ratings for the season to date (from Sept. 17).

The weekly win, by 1.6 rating points over ABC and 3.7 over NBC-TV, in fact led CBS to claim that it had passed ABC by one yardstick—number of weeks won. CBS claimed it had finished first eight times this season to ABC's seven and NBC's two.

The score for the week: CBS 20.9, ABC 19.3, NBC 17.2. It was CBS's seventh weekly win in the last nine weeks.

For the 17 weeks in which all three networks were presenting 1979-80 programming, the averages are ABC 19.3, CBS 19.2 and NBC 17.7. (ABC, which started its season a week earlier, makes its calculations from Sept. 10, putting the averages at 19.4 for ABC, 19.0 for CBS and 17.6 for NBC.)

In the week ended Jan. 13, CBS took four nights—Monday, Thursday, Friday and Sunday, all with regular series programming. ABC took the rest, primarily with regular programming. CBS had the week's top three programs, NBC, counting one tie, took six of the top 10.

Among second-season introductions and changes, CBS's *House Calls* on Monday and *Knots Landing* on Thursday again did well, both pulling 34 shares. *Last Resort* on Monday again suffered, with a 26 share, and *Young Maverick* on Wednesday dropped to a 19 share.

CBS News's *60 Minutes* again outdistanced the other networks' magazine programs—and all but two other programs of the week—with a 27.6/43. ABC's *20/20* pulled a 15.8/27 on Thursday against CBS's *Knots Landing* (20.0/34) and NBC's *Rockford Files* (18.0/31). NBC's newly positioned *Prime Time Saturday* had a 9.6/16 against ABC's *Fantasy Island* (23.3/40) and the last hour of the "Outlaw Blues" movie on CBS (14.4/24).

The week's top 10 programs: CBS's *Dukes of Hazzard* (30.5/47), *Dallas* (28.7/46) and *60 Minutes* (27.6/43); CBS's *Alice* (27.5/41) tied with ABC's *Three's Company* (27.5/40); CBS's *Jeffersons* (26.8/40) and *M*A*S*H* (26.7/38), NBC's *Little House on the Prairie* (25.3/36), ABC's *Happy Days* (25.0/37) and NBC's *CHiPs* (24.6/40).

Grossman: time to get back to the software

PBS president says dollars spent on technology must now go to improving programming quality

"It's time for us to do less system-building and more program-making," Lawrence K. Grossman, president of Public Broadcasting Service, declared last Wednesday.

Speaking in San Francisco at the 1980 PBS Program Fair, Public Information Conference and Festival '80 Workshop, he said public television should spend more of its resources to produce new and better programs.

Grossman pointed out that public broadcasting in the past two years had spent 40 million "scarce" dollars for its satellite distribution system and that PBS had been reorganized into a multinet network programming, promotion and distribution organization.

"But all those glittering new distribution technologies will not, by themselves, bring about what television needs," Grossman said. "If we make the programs the public needs, they'll find their way to the right distribution technology."

The PBS president put priorities on finding ways to get new programming dollars and on the need to rely less on foreign acquisitions of already-made product.

Grossman cited "two dangerous program policy trends which must be

Monitor

Next fall, first take. Little news came out of CBS-TV's round of press meetings at the Century Plaza, but CBS Entertainment President Robert Daly let fly with two items on 1980-81 season. First, *M*A*S*H*, with series star Alan Alda, is definite for fall, Daly said. But *The Waltons* isn't. "If I had to pick one [series not returning], that would be it," Daly said, citing number of star defections. Daly and B. Donald Grant also let it be known that 20th Century-Fox's new *Hagen* is most likely candidate to take over *Paris*'s Tuesday 10-11 p.m. NYT position when the latter bows out for good, and that *Bad News Bears* from Paramount may yet again find spot on CBS schedule in fall.

In the market. International Creative Management, talent agency and subsidiary of Marvin Josephson & Associates, is forming new ICM Television Marketing division to distribute syndicated programming—with primary emphasis to be on first-run product... Bill Burrud Productions Los Angeles, and American Express Co. have teamed to produce one-hour television special, *American Express Presents*, travel magazine format. Program is planned as pilot for series; Vitt Media International holds domestic syndication rights...

Update. Norman Horowitz, president of Columbia Pictures Television Distribution, said last week that initial ratings of *The Life and Times of Eddie Roberts*, company's new first-run syndicated late-night strip comedy, were "disappointing." But his boss, Larry White, president of CPT, took issue and said he felt show needs to grow—as do daily serials—for 18 months or more. Show began airing on Metromedia group's stations and others Jan. 7, covering approximately 45% of country.

Impressive numbers. Wcvb-TV Boston preempted two-hour "Dallas Cowboys Cheerleaders II" movie on ABC-TV Jan. 13 for hour-long local documentary, *Denise*, about manslaughter-child abuse case, came away (according to Nielsen telephone coincidental) with 27 rating/41 share—doubling competition, movie on NBC and series programming on CBS. Second hour of follow-up live discussion won its time period with 17/30.