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TOP OF THE WEEK

A confident CBS adds but five series; sitcoms, movies lead the way in ABC schedule

The top two networks in the 1979-80 season rankings are the first two out of the chute with their fall prime-time plans for 1980-81. ABC-TV, the former undisputed prime-time champion which either ended this past season in a dead heat with CBS-TV or lost to it by a 10th of a rating point, will introduce six new series next fall. CBS-TV, which has no doubt that it won this year, will introduce only five new series.

NBC-TV will announce its fall line-up this Thursday (May 8).

As things stand now:

CBS

CBS-TV will be adding four one-hour dramas and one half-hour comedy to its prime-time schedule when it launches the 1980-81 season Sept. 15. Three nights of the network's winning schedule will return intact, two programs will change time periods and 20 programs, including four from midseason, will be returning.

Announcement of the new schedule was made last Thursday in New York by B. Donald (Bud) Grant, vice president, programs, CBS Entertainment.

Warner Bros. Television, which produced three hit series for the network in the 1979-80 season, will be adding two more to its CBS stable in the new season. Twentieth Century-Fox Television, Universal Television and Lorimar Productions will be adding one each.

Joining the top-rated CBS prime-time line-up are:

Ladies Man (Monday, 8:30-9 p.m. NYT)—Actor Lawrence Pressman plays the part of writer Alan Thacker may as the sole male on the staff of a women's magazine. Herbert B. Leonard is executive producer for his own production company, in association with Fox.

Enos (Wednesday, 8-9)—Sonny Shroyer moves the popular deputy from Hazzard county to Los Angeles in this spin-off of the network's top-rated *Dukes of Hazzard*. The "corn-fed" deputy teams with "a tough, ghetto-bred black cop

The new schedules from advertising's point of view

Advertising agency reaction to the new fall line-ups announced by ABC and CBS last week varied. But upfront, some agency types were apprehensive that their advertisers might be turned off by some of the new "titillating" entries. "I'm concerned about the amount of permissiveness," said one executive, with CBS's *Secrets of Midland Heights* commonly mentioned as one possible offender.

On other fronts, McCann-Erickson's Rick Busciglio said he was "surprised" at the extent of comedy programming and also felt ABC and CBS's schedules were "imitative." J. Walter Thompson's John J. Sisk Jr. said ABC seems to be continuing its quest for the 18-49 demographic while CBS's target looks like 25-54. Another agency man wondered whether ABC may be repeating past mistakes with time-period shifts of successful series—*Charlie's Angels* in particular.

In a broader sense, Benton & Bowles's Michael Lepiner claimed "you've got to look at the schedules with a certain perspective"—that "there are going to be substantial changes" as the season progresses. So far, however, he's seen "nothing changing the face of television."

Regarding NBC, which had yet to make its decisions known, agency executives weren't speculating much, but needless to say, were counting on considerably more changes than ABC's six new series and CBS's five

named Turk" (played by Samuel E. Wright) on a special metro squad. Gy Waldron is executive producer for his own company, in association with Warner Bros.

Magnum, P.I. (Thursday, 9-10)—Tom Magnum (played by Tom Selleck) and British side-kick Higgins (Joe Hillerman) are two former military men living on the fabulous Hawaiian estate of an absent author. Magnum is a private investigator whose "penchant for fast cars and beautiful women is frowned upon by Higgins... major domo of the estate." Glen A. Larson is executive producer and J. Rickley Dumm is producer for Belisarius Productions and Larson Productions, in association with Universal.

Freebie and the Bean (Saturday, 9-10)—Tom Mason and Hector Elizondo star as two street-wise San Francisco police sergeants in this Hy Averback-Jay Folb television version of the Warner Bros. film. They work as a plainclothes intelligence team gathering evidence against underworld figures.

Secrets of Midland Heights (Saturday, 10-11)—Lorimar Productions turns its cameras "below the surface of a small, traditional, thriving college town still largely controlled by its founders, the Millingtons." Plot elements include "nurtured dreams, closely-held desires, closeted shame and vital truths about friends and family." Lee Rich, Michael Filerman and David Jacobs are executive producers of the Roundelay production, in association with Lorimar.

In addition to the new programs joining the schedule, CBS is moving *Flo* to Monday 8-8:30 and *WKRP in Cincinnati* to Saturday 8-8:30. Also, *The Tim Conway Show* will return as a half-hour Saturday 8:30-9. The network also announced that it was in discussion with Norman Lear and

Alex Haley regarding the possibility of having their spring series, *Palmerstown, U.S.A.*, return.

Grant again stressed "stability" as the keystone of CBS's program philosophy. The network's two strongest nights, Sunday and Friday, return with their 1979-80 schedules intact.

ABC

In: *Too Close for Comfort*, *But I'm a Big Girl Now*, *It's a Living*, *Bosom Buddies*, *Breaking Away* and *Those Amazing Animals*.

Out: *Galactica 1980*, *The Ropers*, *Angie*, *Goodtime Girls* and, at least for the time being, *Tenspeed and Brown Shoe* and *When the Whistle Blows*.

That was the decision from ABC-TV last week, the first of the networks to unveil its fall prime-time line-up to the advertising community. Four new half-hour situation comedies, an hour each of comedy-drama and information-entertainment will be new to the schedule.

When the ABC-TV season begins Sept. 8, the network again will be staking most of its fortune on situation comedies. It also is counting on what it considers the best crop of theatrical movies in any network's history—a package including "Saturday Night Fever," "Norma Rae," "A Star Is Born," "The Enforcer," "The Spy Who Loved Me" and "The Bad News Bears Go to Japan."

For the most part, the ABC schedule remains intact, with more than 80% of the current offerings returning for 1980-81. In addition to replacing four hours of prime time with new fare, ABC also has some time period shifting in mind. Next season, *Charlie's Angels*, now Wednesdays at 9, moves to Sundays at 8, leading into *The ABC Sunday Night Movie*. *Taxi*, Tuesdays