

Programming

CBS-TV was looking good in L.A.

Basking in the glow of winning the 1979-80 season, network chiefs lay plans for a repeat next year

CBS-TV unveiled a little-changed fall 1980-81 prime-time schedule last week. Coming off its best prime-time performance in years, the network's changes to its line-up amount to little more than fine-tuning of its series schedule. With only four and one-half hours of new series, CBS's new prime-time package is the smallest the network has offered in four years.

"Our schedule for next season is based on the same strategy that worked so well for us this past season—strength and stability," said B. Donald (Bud) Grant, vice president, programs, CBS Entertainment. "Strength represented by 20 returning shows—seventeen and one-half hours of programming—and stability with only two of the 20 shows changing time periods."

Grant took the stage of Century City's Plitt theater Monday morning after the affiliates watched a film presentation of CBS's winning 1979-80 season hosted by his boss, Robert A. Daly, who operates as president of the entertainment division.

In comments made by other CBS executives that morning, Daly and his team of programmers were hailed as the network's heroes, delivering a win few expected when the season began. James Rosenfield, president of the network, called Daly "the real star of the occasion" and "the man who guided us through the most remarkable season on record."

Other division executives on hand Monday and Tuesday were Bernie Sofronski, vice president, special programs; Bill Self, vice president, motion pictures for television and miniseries, and Herman Keld, vice president, program planning, feature films and late-night programs.

Mike Ogiens, vice president, daytime and children's programs, and Faith Heckman, vice president, children's programs,

made separate presentations (see story page 49).

■ In his presentation of the prime-time series line-up, Grant went through the week night-by-night. He said ABC-TV had a strong Monday, primarily due to its new hit, *That's Incredible*, as well as the traditionally strong football telecasts. "However, our Monday is equally strong," Grant said. CBS's Tuesday returns intact, he noted, while ABC remains "virtually the same" with only the addition of the new *Too Close for Comfort*.

Wednesday will see the introduction of a new CBS show, *Enos*, in a time period that has proved difficult for the network. The night has been generally poor for CBS, but Grant suggested that ABC may be making a move that will help CBS: "It is my feeling that ABC's moves of *Taxi* and *Soap*



Reasons to smile: Bob Daly and Bud Grant of CBS Entertainment.

opposite what I assume will be comedies on NBC-TV will be favorable to our movie." (Grant made his presentation before the NBC schedule—see "Top of the Week"—was announced.)

Grant also said that "ABC has weakened their Thursday night by taking both *Benson* and *Soap* out" of the night's line-up. Of his new show, *Magnum, P.I.*, Grant said it has "a real opportunity to do very well"—if NBC permanently moves *Quincy, M.E.* to Wednesday.

CBS's Friday schedule returns just as it was last season. "Friday has been a winning night for us this past season," he said, "and next year will be even better."

The network will be introducing two new programs on Saturday. It will also move *WKRP in Cincinnati* into the 8 p.m. NYT lead-off spot and follow it by a new half-hour version of *The Tim Conway Show*. Of his new show, *Freebie and the Bean*, Grant said, "It is my feeling that ABC's Saturday night lynchpin, *Love Boat*, can be taken and that *Freebie* is the show to do it."

"Sunday remains strong and very stable," Grant said. ABC, he noted, is making a new bid for the night by moving *Charlie's Angels* into the 8-9 slot, opposite *CHiPs* on NBC and *Archie Bunker's Place* and *One Day at a Time* on CBS. The ABC show "has been a strong show . . . but has been slipping lately and will probably appeal more to the *CHiPs* audience than to ours," Grant said.

Grant went through the schedule show-by-show, pointing out changes to existing series and introducing the affiliates to the new crop.

Programs new to the line-up include:

Ladies' Man (Monday, 8:30-9 p.m. NYT) — Cradled between this spring's hit, *Flo*, and the consistently highly rated *M*A*S*H*, this half-hour situation comedy from Herbert B. Leonard Productions and 20th Century-Fox Television follows writer Alan Thackeray (played by Lawrence Pressman) as the only male columnist on the staff of *Women's Life* magazine. Divorced, he is the father of a precocious eight-year-old, Natasha Ryan. He also has an assertive female

editor, Louise Sorel, with whom he must contend. The cast includes a bevy of office types and a slightly wacky neighbor.

Enos (Wednesday, 8-9)—Occupying a time period in which CBS has consistently failed to mount any serious competition for ABC's *Eight is Enough* or NBC's *Real People*, this spin-off of the highly rated *Dukes of Hazzard* moves Sonny Shroyer to Los Angeles where he teams with a street-wise black policeman, played by Samuel E. Wright, on a special metro squad. The cast also includes a tough, frustrated superior officer (John Dehner). The youth-oriented show is long on corn and comedy and high-speed auto chases. Grant de-