

shows are comedies, while there is only one new comedy on the other network schedules. Two of CBS's five new shows are in the police/detective genre, while only one such type appears on the two other networks. KM&G adds that the vast majority of the CBS/NBC new programming is in the hour format.

The agency raises the possibility of a trend toward "return engagements" of programs carried in the previous season as "limited-run" shows. It points to *House*

Calls, *Knots Landing* and *The Tim Conway Show* as examples and says this practice will become "the norm" as program development becomes more of a year-round venture.

In a similar evaluation, Ted Bates & Co. also settled on CBS-TV for the leadership for regular prime-time series during the fourth quarter of 1980 (BROADCASTING, May 26). Bates projected CBS-TV would receive average audience ratings of 19.4 to ABC-TV's 19.0 and NBC-TV's 17.4.

Monitor

Best so far. Nielsen figures for March give public television its highest monthly cumulative audience ever. Data showed that 68.2% of households (52 million) tuned into public TV, with families that view medium watching average of nine hours and 25 minutes monthly. Figures also showed that 46% of all U.S. TV homes tune to public TV on weekly basis.

On the bright side. NBC-TV may have been clear third nationally in both Arbitron and Nielsen prime-time sweep periods (BROADCASTING, June 2) but network last week was claiming "greatest improvement," with 5% gain in households over last year's Arbitron and 6% over Nielsen. Victor CBS-TV was said to be down 1% in both Arbitron and Nielsen, with second-place ABC-TV off 10% and 11%, respectively. This year's Arbitron period gave CBS 16.3, ABC 16.1 and NBC 14.6; Nielsen period gave CBS 16.2, ABC 15.9 and NBC 14.7. Demographic gains also were cited by NBC, with 8%-16% improvements in categories of men and women 18-34, 18-49 and 25-54. ABC, however, was said to have dropped in each of those groups while CBS was down in young women. NBC claimed it jumped from third place in all categories to first or second, except in women 25-54. Arbitron period ran April 30-May 27; Nielsen, May 1-28. NBC's demographic figures are based on Nielsen figures, however.

A first. ON-TV, over-air subscription television service in Los Angeles, won STV's first Emmy award last week in market competition. Jerry Romano, producer, and John Mohr, executive producer, received statues for best Los Angeles-based entertainment and sports series from independent station, services' ongoing coverage of Lakers basketball. ON, joint venture of Chartwell Communications and Oak Industries, operates on kasc-tv (ch. 52), licensed to Corona, Calif.

Signed. Paul Junger Witt and Tony Thomas (two-thirds of Witt-Thomas-Harris Productions) have signed nonexclusive agreement with 20th Century-Fox Film Corp. to produce long-form television projects and theatrical films. As part of agreement, Fox will have worldwide syndication rights to Witt-Thomas Productions' *It's a Living*, half-hour situation comedy debuting this fall on ABC-TV (Thursday, 9:30-10 p.m. NYT).

While Jane's away. Actress Mariette Hartley, whose popularity has soared since teaming with James Garner for Polaroid commercials, will be substituting for Jane Pauley when *Today* show regular begins three-week vacation today (June 9). Hartley will do features and interviews, with Tom Brokaw picking up Pauley's newscasting duties. NBC maintains she's just subbing and that Pauley's contract runs through end of 1982, but there's also been speculation that Hartley's auditioning as well.

OPT strikes again. If first outing sets pace, Operation Prime Time stations may have winner in hand with *The Girl*, *The Gold Watch* and *Everything*. First station to air two-hour pilot special (which also can be five half-hours) was kcoptv Los Angeles, and on Tuesday, May 20, 15 rating beat all competition. Repeat two evenings later also scored well, with 11 rating.

NASL to USA. Latest sports deal for cable's USA Network is for Wednesday night games of North American Soccer League. Fifteen contests are expected to be cablecast this season beginning June 18 and through selected playoffs. USA also has just won cable rights to French Open Tennis Tournament and Notre Dame football.

Signed on. Roberta Haynes, 20th Century-Fox Television's vice president for television movies and miniseries, is giving up that post for independent production. She has signed exclusive contract with Fox. Bud Austin, former head of Paramount Television, has signed exclusive production contract with Universal Television.

'20/20' captures top spot, but can't shake CBS loose

ABC's newsmagazine is No. 1 show in week ended June 1, but CBS takes week by half a point

Thanks to a well-promoted piece on sexual fantasies and other reports on Mount St. Helens and gifted children, ABC News's *20/20* came out at the top of the ratings list for the week ended June 1.

In its Thursday 10-11 p.m. slot, the ABC newsmagazine demolished both a CBS-TV Bob Newhart special and an NBC-TV documentary to earn a 22.7 rating and 41 share. It was *20/20*'s first time in first place.

Over-all, however, the balance was tipped in CBS's favor. For the seven nights of prime time, the reigning network continued to hold onto top honors besting ABC's 14.3/26.9 average with a 14.8/28.0. Still trailing was NBC, with a 13.7/25.8.

During the week, ABC won Monday, Tuesday and Thursday. CBS took Friday and Sunday. NBC won Wednesday, and Saturday was a ratings deadheat between ABC and CBS.

After *20/20*, other programs in the top-10 were CBS's *Jeffersons* (22.6/39), *Dallas* (21.0/40), *Alice* (20.9/37), *60 Minutes* (20.7/44) *Dukes of Hazzard* (20.7/40), and *Trapper John M.D.* (20.4/36); ABC's *Three's Company* (20.2/34); NBC's *Bob Hope Birthday Show* (19.7/33), and ABC's *Taxi* (19.3/32).

Although *20/20*'s performance at 22.7/41 against a repeat of CBS's *Ladies and Gentlemen*, *Bob Newhart* (14.3/26) and NBC News's *To Be A Doctor* (8.4/15) was unbeatable for the week, it was not the highest score the newsmagazine has achieved.

Two other broadcasts, both presented during weeks when viewing levels are higher (and therefore ratings are higher) topped the May 29 performance.

20/20 did best when it devoted last fall's premiere show to the circumstances surrounding Elvis Presley's death, earning a 25.7/43 on Sept. 13. Next highest in attracting an audience was a 22.8/39 from last Dec. 27's show which featured a follow-up on the Elvis story, an interview with rock star Michael Jackson and a piece on the movie, "Star Trek."

Elsewhere in the ratings, but outside prime time, ABC also was claiming success with its *World News Tonight*, said to have beaten the *NBC Nightly News* and earned second place for the fifth consecutive week.

Sorry about that

Lady Plowden, head of Britain's Independent Broadcasting Authority, the controlling agency for the commercial television network, ITV, has expressed regret for the offense given to some people by the