

Network pitches for fall emphasize different demographics

The aging of the American population is an undisputed phenomenon, but the three television networks are viewing that demographic development from different perspectives in selling their new fall prime-time schedules.

ABC-TV, which skews toward younger viewers, has developed a presentation zeroing in on the 18-49 age group as the TV target audience for advertisers. CBS-TV, whose audience tilts older, is accenting the value of the 25-54 segment. And NBC-TV, which demographically falls between ABC-TV and CBS-TV but has been enlarging its share of the 18-49 audience, is pointing out its gains in that age category.

Networks agree wholeheartedly on one point: The 25-49 group is the prize target. But where ABC and CBS differ is that the former contends that the 18-24 layer is more vital to the advertiser than the one above 49, while CBS insists that the older portion of the population represents a better advertising target.

ABC's argument holds that the 18-24's are the logical targets for advertisers because there are two-and-a-half more of them than the 50-54's; they are "a vital market" in terms of the percentage of their income spent and of their potential for ongoing consumption, and they are a market that must be targeted on TV to be reached: "At ABC we recognize their particular importance as viewers and as consumers, and we have made them (and will continue to make them) an integral part of our program planning."

In contrast, a CBS-TV presentation recommends that for the decade ahead, advertisers replace the 18-49 category with the 25-54 grouping in their evaluation. It claims that by 1990, the 25-44 and the 45-54 categories of the population will continue to grow percentagewise and in household discretionary income.

"Conversely the 18-24 segment represents little potential to the marketer of most products and services," the presentation maintains. "This segment of the population will decline as a percent of the population during the 1980's. Their share of discretionary income will fall below its already minimal 1% level during this decade."

NBC-TV does not have an over-all presentation, according to Bob Blackmore, vice president, sales. But he pointed out that in the 1979-80 season, the network has made substantial gains in both the 18-49 male and female audiences while ABC-TV has dropped significantly and CBS has grown modestly.

Beyond that, Blackmore believes that advertisers do not buy networks; they buy programs. He says NBC-TV has a well balanced and diversified programming range and can offer enough variety to satisfy the demographic requirements of advertisers.

Monitor

Night move. NBC-TV's premiere week still will be dominated by *Shogun* miniseries, but network has changed scheduling somewhat. Instead of premiere episode Sunday, Sept. 14, *Shogun* will start Monday, 9-12 p.m., then run 9-11 Tuesday, Wednesday and Thursday, concluding Friday 8-11.

Northwest switch. Sierra/Cascade Communications's KTVL(TV) Medford, Ore., and KTVZ(TV) Bend, Ore., which have been primary affiliates of NBC and secondary affiliates of CBS, will reverse those affiliations effective Sept. 2, stations and CBS-TV announced last week. Although becoming CBS primaries, they will continue to carry some NBC programs.

Golden West-Wold deal. Golden West Subscription Television and Robert Wold Co. announced agreement for Wold to provide GWSTV 73 hours weekly of Westar satellite time for distribution of over-air pay-TV programming ("Closed Circuit," July 14). National service will originate from Oklahoma City and be distributed initially to GWSTV operations in Memphis and Omaha. Dallas and Chicago will go on line later.

Making a monkey out of them? Indonesian TV viewers flooded newspapers there with critical letters after state-run TV network began carrying old U.S. series, *Planet of the Apes*. "It is unbelievable that man could fall under apes' orders," ran typical letter.

Over to disk. ABC Video Enterprises said it has licensed 20th Century-Fox's Magnetic Video Corp. to distribute 88 theatrical and made-for-TV movies, plus ABC Video's "The Miracle of Lake Placid: Highlights of the 1980 Winter Olympics," for sale on videocassettes and videodisks. Films include 68 contemporary theatrical and made-for-TV movies from ABC's collection and 20 classic features from ABC's Selznick library. Among them are "Take the Money and Run," "They Shoot Horses Don't They?," "Charley" and several Alfred Hitchcock classics. Eight of films are to be released in September, 10 others within the following two months and all 88 within 18 months.

Stepping up. With creator-producer Lorne Michaels of *Saturday Night Live* leaving show to work on other projects for NBC (BROADCASTING, June 16), associate producer Jean Doumanian has been upped to producer. Her first task is to hire a new cast, as veterans too are going.

Avant garde. New-wave television has made its debut on public access channel of Los Angeles's Theta Cable system. It's regular half-hour on Saturday nights called *The Heather and Annie Show*, featuring rock groups, new-wave choreography and occasional talk-show format. Recent program, for example, featured dance routine during which number of women roamed on all fours around dance floor like animals. They were led about on leashes by number of men. Quick cut then led to four persons sitting on couch with stars Heather Shane and Annie, her mother, interviewing hair designer and model with multicolored hairdo. Show is produced by duo and made its debut on Theta Jan. 5. It has run regularly since. According to Theta's Wendy White, who oversees public access channel, public response to program has been generally favorable: "They have a following. There's a definite audience for it. A lot of people love it."

Larson moving to Fox TV

Glen A. Larson, the leading producer of television series for Universal Television, has agreed to leave that production company and join 20th Century-Fox Television. In association with Universal, Larson's privately owned production company is responsible for five of the seven-and-a-half hours of Universal product on the fall television network schedules.

The producer will be moving his production company, Glen A. Larson Productions, to the Fox lot after his contract with Universal expires in March next year. He will produce series, made-for-television movies and miniseries for his new company. His is a four-year contract.

Larson's credits for the 1980-81 season include: NBC-TV's *BJ and the Bear*, *Buck Rogers in the 25th Century*, *Quincy*, *The*



Larson

Misadventures of Sheriff Lobo and, for CBS-TV *Magnum P.I.* In past seasons he has made *It Takes a Thief*, *McCloud*, *The Virginian*, *Battlestar Galactica* and *The Six Million Dollar Man*.