

The Joker's Wild

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The Joker's Wild

#1
WTVT, 7:30 P.M.,
TAMPA/ST. PETERSBURG
TOPS "TIC TAC DOUGH," "PM MAGAZINE"
AND "TO TELL THE TRUTH!"

WFLA, Tic Tac Dough	17/30
WTSP, To Tell The Truth	5/9
WTVT, The Joker's Wild	20/36
WTOG, PM Magazine	10/18

KPLR, 9:00 P.M.,
ST. LOUIS
UPS AUDIENCE SHARE 30% SINCE LAST YEAR.
IMPROVES "FACE THE MUSIC" LEAD-IN IN ALL
DEMOGRAPHICS!

Joker's Wild

Source: Arbitron Television Audience Estimates, Oct. 1980

concluded that "to some extent, those involved brought it upon themselves."

"Until such time as business practices in this area are tightened, the potential for cheating and deception will be present, particularly with reference to those who can ill-afford the audits the Wagners were able to afford here," Van de Kamp said.

"As for ABC, were I an ABC executive involved with corporate finances, I'd be upset about this case. I would surely want to know of oral understandings reached by deal-making executives which could have a substantial financial impact in future years . . . Much of this is avoidable if industry record-keeping and documentation practices are improved."

Frank Rothman, the ABC-retained attorney who conducted an in-house investigation of the case, was present at Van de Kamp's news conference but declined to comment on the district attorney's report. A statement issued by ABC said, "The district attorney's report confirms the results of ABC's prior independent investigation which concluded that there were no improprieties on the part of any ABC personnel."

"We are also pleased for both Aaron Spelling and Leonard Goldberg. We have enjoyed a long and valued relationship with Mr. Spelling and Mr. Goldberg. They are among the outstanding and most respected producers in Hollywood. Our relationship with Spelling-Goldberg Productions has been, and continues to be, the most successful of any in the industry."

The prosecutor's investigation began in October 1979, after former ABC attorney Jennifer Martin accused Spelling and Goldberg, along with their business manager, J. William Hayes, of conspiring with ABC-TV to cheat the owners of *Charlie's Angels* out of profits due them.

In October of this year, Martin filed a \$6-million civil suit claiming she was wrongfully dismissed by ABC after making public her charges against the company and producers. Specifically, Martin alleged that Wagner and Wood were being defrauded of \$30,000 per *Angels* episode through a diversion of that amount as an "exclusivity fee" to *Starsky and Hutch*, in which the couple had no ownership interest. Martin said she had been told of the arrangement by ABC's vice president for business affairs, Ronald Sunderland.

Van de Kamp, noting both Sunderland and Martin were given lie detector tests in the investigation, said he believed Martin acted in good faith but misinterpreted the situation.

Martin was not available for comment after the news conference. Sunderland deferred to ABC's official response, which noted the district attorney's conclusions matched the network's finding that "there were no improprieties on the part of any ABC personnel."

The FBI and the Securities and Exchange Commission are conducting their own investigations into entertainment industry accounting practices, some of which may be linked to this case. No findings have yet been released.

White Sox add cable to lineup

New arrangement will put home games on Chicago cable systems, away contests on WGN-TV

The Chicago White Sox, which in past years sold its TV rights to conventional over-the-air television stations, will cut pay cable in for a piece of the baseball action next season.

The club is completing details of a new rights contract with Cablevision Systems Development Corp., Woodbury, N.Y. Under it, 81 regular-season home games will be carried by Cablevision's systems in the Chicago area. And in a separate arrangement with WGN-TV Chicago, that station will telecast 60 road games of the team. During the past season, WSN5(TV) Chicago telecast 125 White Sox games.

The White Sox pay-cable games will be produced by Sportschannel, also based in Woodbury. A meeting with White Sox owner Bill Veeck to iron out further details is planned this week, according to Larry Meli, Sportschannel vice president.

Meli said that Cablevision is currently wired into nearly 3,000 homes in the Chicago area. He added that the figure could exceed 10,000 homes by next baseball season with much of the impetus provided by the White Sox games.

Combined radio-television rights to the White Sox this year were estimated at nearly \$2 million. While no prices would be given on the new contract, it was indicated that bidding had put the price well beyond the 1980 figure.

WGN-TV is also rights holder to Chicago Cubs games and is expected to continue in that capacity next season.

CBS captures Nov. sweeps

'Dallas,' '60 Minutes' and returning series help network win second fall contest in row

With its highest sweeps score in more than a half-dozen years, CBS-TV easily won the crucial November ratings period—and by a margin of two points over ABC-TV, its closest competitor.

The Nielsen averages (Oct. 30-Nov. 26) showed CBS with a 21.0 rating in prime time to ABC's 19.0 and a low 16.6 for NBC-TV. Arbitron (Oct. 29-Nov. 25) told the same story: CBS 21.1, ABC 19.2 and NBC 16.5.

As for audience shares, CBS had 32% of homes viewing television, ABC had 30% and NBC 26%. Excluding all but network competition, CBS had 37%, ABC 34% and NBC 29%.

It was CBS's second November sweeps victory in a row but considerably more impressive than last year's upset of less than half a rating point, which ended ABC's