

ABC the big winner in sports Emmys

The National Academy of Television Arts and Sciences has presented its National Sports Emmy Awards to producers and others associated with the programs. ABC took eight of the 12 awards. The winners:

Outstanding live sports special □ *1980 Winter Olympic Games* (ABC). Roone Arledge, executive producer; Chuck Howard, Chet Forte, Dennis Lewin, senior producers; Bob Goodrich, Curt Gowdy Jr., Terry Jastrow, Terry O'Neill, Eleanor Riger, Ned Steckel, Doug Wilson, producers; Jeff Ruhe, coordinating producer; Bruce Weisman, producer for "Up Close and Personal"; Robert Riger, Bud Greenspan, special projects producers.

Outstanding live sports series □ *NCAA College Football* (ABC). Roone Arledge, executive producer; Chuck Howard, senior producer; Bob Goodrich, Eleanor Riger, Curt Gowdy Jr., Dick Bullinton, Chris Carmody, Ned Steckel, Doug Wilson, producers.

Outstanding edited sports specials □ *Gossamer Albatross—Flight of Imagination* (CBS). Eddie Einhorn, executive producer; Joseph A. Thompson, Thomas F. Horton, producers.

Outstanding edited sports series □ *NFL Game of the Week* (syndication). Ed Sabol, executive producer; Steven Sabol, producer.

Outstanding sports personality □ Jim McKay (ABC).

Outstanding directing in sports programing □ Sandy Grossman for *Superbowl XIV* (CBS).

Engineering supervision/technical direction/electronics camerawork □ ABC—Julius Barnathan, Joseph DeBonis, Bill Stone, Joseph Maltz, David E. Eschelbacher, Charles Baldour, David Linick, Eric Rosenthal, Abdelnour Tadros, Tony Uyttendaele, engineering supervisors; Dick Horan, Robert Ambruster, Bill Blumel, Loren Coltran, Geoffrey Feiger, Mike Jochim, Jacques Lasgards, Bill Maler, Joseph Polito, Elliott R. Reed, Martin Sandberg, Tony Versley, Mike Fisher, Joseph Kresnickas (Chicago), B. Untiedt (West Coast), technical managers; Les Weiss, Warner Gunthar, Chester Mazurek, William Morris, Joseph Schiavo, Joe Nesi, and, from West Coast, E. Buttleman, J. Allen, G. Bucci, H. Falk and D. Smith, technical directors; Diane Cates, Gary Donatelli, Danny LaMothe, Charles Mitchell, Steve Nikifor, William Sullivan, Don Farnum (Chicago), Rick Knipe, Morton Lipow, Joseph Montesano, electronic camerapersons. *1980 Winter Olympic Games*.

Cinematography □ Bob Angelo, Ernie Ernst, Jay Gerber, Stan Leshner, Don Harx, Hank McElwee, Howard Neef, Jack Newman, Steve Sabol, Bob Smith, Art Spieller, Phil Tuckett, cinematographers, *NFL Game of the Week* (syndicated); Harvey Harris, Harry Hart, Don Shapiro, cinematographers, *1980 Winter Olympic Games* (ABC).

Videotape editing □ ABC—Barbara Bowman, Paul Fanelli, Charles Gardner, Marvin Gench, Roger Haeneff, Connie Kraus, Alex Moskovic, Lou Rende, Nathan Rogers, Erskine Roberts, Marlo Schenchman, Ann Stone, Arthur Volk, Frank Guligliano, Ronald Ackerman, Michael Altieri, Thomas Capace, John Croak, Jack Hleri, Anthony Jatchenko, Hector Kiceljan, Ken Klinspeil, Pete Murphy, Hiorshi Nakamoto, Carl Pollack, Merrit Roesser, Winston Sadoo, Fausto Sanchez, Rens Sanchez, Leo Stephan, Richard Velasco, Ed Zlotnick, videotape editors. *1980 Winter Olympic Games*.

Film editing □ ABC—Angelo Bernarducci, Jon Day, Sam Fine, John Peterson, Vincent Reda, Anthony Scandiffio, Wayne Weiss, Ted Winterburn, film editors. *1980 Winter Olympic Games*.

Music composition/direction □ Chuck Mangione, music composer/director, *1980 Winter Olympic Games*, original theme, "Give It All You Got" (ABC).

Individual achievement □ Jerry P. Caruso, Harry Smith, creators of radio frequency golf cup microphone, *Bob Hope Golf Classic* (NBC).

Nielsen tapped to conduct cable study

A. C. Nielsen Co. is the unanimous choice of an ad hoc committee to conduct a major study of cable television audience research

Monitor

One more show. National Cable Television Association and Cable Television Administration and Marketing Society will sponsor the first annual Program Marketing Exposition in New Orleans, Oct. 4-6, 1981. Show is slated for New Orleans Hyatt and is expected to draw 2,000 people. Total of 15,000 square feet of exhibit space will be available for programmers to show their products. Co-chairmen of the show are Larry Howe, vice president of marketing, American Television and Communications Corp., and Tom Johnson, vice president of marketing, Daniels & Associates.

Bunny business. Playboy Productions has announced it is developing plans for programming service, to be distributed by cable and videocassette, reflecting content of *Playboy* magazine. Service will feature fiction, nonfiction, service features, interviews, humor and "selected nudity." Michael Marcovsky, former president of Golden West Subscription Television, has been hired as consultant in development of distribution and marketing plans for service.

Soap opera catch-up. ABC has sued owner of California discotheque in Quincy, Mass., for \$1 million for alleged copyright infringement. Charge, filed in U.S. District Court in Boston, said LeDisco Inc. taped ABC-TV's high-rated one-hour *General Hospital* soap opera and presented week's worth in five-hour blocks on Sundays as "principal entertainment" at California disco in Quincy. ABC, which earlier had obtained temporary restraining order, won preliminary injunction pending trial of issues.

Educational entertainment. Weekday half-hour series for school-age children, *The Great Space Coaster*, is scheduled to start in early January on more than 50 stations, including WNEW-TV New York, KTTV(TV) Los Angeles, WFLD-TV Chicago, WKBS-TV Philadelphia and KBHK-TV San Francisco. Series combines live action, puppets, music and animation and is produced by Sunbow Productions with distribution by Claster Television Productions. Series is sponsored by Kellogg Co. and Hasbro Industries on barter basis.

HBO says 'Hi, Mickey.' Pay cable service will introduce new "family programing daypart" Jan. 5, with late afternoon package of exclusive programs from Walt Disney Productions as its "cornerstone." Daypart will run approximately 5-7:30 p.m. NYT. Disney product in it will include animated cartoons and feature films, is to be joined by other "family-oriented" programing.

PlayBack

Dole on radio. Senator Robert Dole (R-Kan.) will take over from former secretary of agriculture, Earl Butz, in series of three-minute, daily radio commentaries syndicated by O'Connor Creative Services. Concentration will be on agribusiness issues, beginning Dec. 29.

In the marketplace. Oakwood Productions, Dayton, Ohio, has been formed by Don Prijatel, vice president and station manager of WDTN(TV) Dayton. First project is *Paul Strassel's Tax Inserts*, 65-90 second radio segments on tax advice, syndicated by King World Productions, Summit, N.Y. . . Mutual Broadcasting System will carry six musical specials, two or three hours in length, during 1981 and keyed to New Year's Day, Easter, Memorial Day, Fourth of July, Labor Day and Thanksgiving. Performers will range from country to pop adult . . .

Contract renewed. Watermark Inc., Los Angeles, has signed Michelob beer as exclusive sponsor for its *Robert W. Morgan Special of the Week* for third consecutive year. Price tag for 1981 series exceeds \$700,000. Guest line up for first quarter, 1981, includes Christopher Cross, Carly Simon, Pete Townshend, Pointer Sisters, Leo Sayer and Eddie Rabbitt. Program is now heard in over 200 markets.

First fives. The top five records in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Starting Over* by John Lennon on Geffen; (2) *More Than I Can Say* by Leo Sayer on Warner Bros.; (3) *Lady* by Kenny Rogers on United Artists; (4) *Every Woman In the World* by Air Supply on Arista; (5) *Hungry Heart* by Bruce Springsteen on Columbia. The top five in **country radio airplay**: (1) *I Love a Rainy Night* by Eddie Rabbitt on Horizon; (2) *Bridge That Just Won't Burn* by Conway Twitty on MCA; (3) *One In a Million You* by Johnny Lee on Asylum; (4) *I Think I'll Just Stay Here and Drink Awhile* by Merle Haggard on MCA; (5) *That's All That Matters* by Mickey Gilley on Epic.