**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, executive producer; Chet Forte, Dennis Lewis, senior producers; Bob Goodrich, Curt Gowdy Jr., Terry Jastrow, Terry O’Neill, Eleanor Riger, Ned Steckel, Doug Wilson, producers; Jeff Rubel, coordinating producer; Bruce Weisman, producer for "Up Close and Personal"; Robert Rigor, Bud Greenspan, special project 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 Butkus, Chet Forte, Chris Carney, Ned Steckel, Doug Wilson, producers.

- **Outstanding editing**
  - **Sports**: Albatross-Weisman, producers; Jeff O'Neill, Eleanor Caruso, producer.


- **Outstanding detergent**
  - **Film**: 1980 Winter Olympic Games (Syndication). Ed Sabol, executive producer; Steven Sabol, producer.
  - **Sports**: 1980 Winter Olympic Games (Syndication). Jim McKay (ABC).

- **Outstanding directing in sports program**: Sandy Grossman for Superbowl XIV (CBS).


- **Outstanding music composition/direction**
  - **Film**: 1980 Winter Olympic Games (Syndication). Martin Sandberg, producer.


- **Individual achievement**: Jerry R. Cariou, Harry Smith, creators of the radio frequency golf cup microphone, Bob Hope Golf Classic (NBC).

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**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.

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**One more show**

National Cable Television Association and Cable Television Administration and Marketing Society will sponsor the first annual Program Marketing Exposure 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.

- **Bunny business**
  - **Playboy Productions** has announced it is developing plans for programming service, will be distributed by cable and videocassette, reflecting content of *Playboy* magazine. Service will feature fiction, nonfiction, service features, interviews, humor and "selected nudity." Michael Marcovitz, 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 discotique in Quincy, Mass., for $1 million for alleged copyright infringement. Charge, filed in U.S. District Court in Boston, said LeDuc Inc. in 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**
  - **Weekend half-hour series** for school-age children. *The Space Coast*, is scheduled to start in early January on more than 50 stations, including WNYW-TV New York, KTVX Los Angeles, WGN-TV Chicago, WKBW-TV Philadelphia and KDKA-TV San Francisco. Series combines live action, puppets, music and animation and is produced by Sunbow Productions with distribution by Cluster Television Productions. Series is sponsored by Kellogg Co. and Hasbro Industries on better basis.

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

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**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.

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**In the marketplace**

Oakwood Productions, Dayton, Ohio, has been formed by Don Prijatel, vice president and station manager of WCMX Dayton. First project is *Paul Dray'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 ...

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**Contract renewed**

Watermark Inc., Los Angeles, has signed Michael Dob Jerrool as exclusive sponsor for its Robert W. Morgan Services of the Week for third consecutive season. 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.

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**First fives.**

The top five records in contemporary radio airplay, as reported by Broadcast'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 over Troubled Water* 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 About* by Melfe Haggard on MCA; (5) *That's All That Matters* by Mickey Gilley on Epic.