In the marketplace. Quincy, M.E., NBC-TV hit now offered in syndication by MCA TV has been bought by five CBS-owned TV's for airing in fall 1983. MCA TV also has sold theatrical movie, "Sgt. Pepper's Lonely Hearts Club Band" in almost 50 markets. Like distributor's "Deer Hunter" it's direct to local stations without prior network play...Twenty-six theatrical and made-for-TV films under Viacom Features VIII umbrella have been sold to six Metromedia TV stations. Films in Viacom Enterprises package include "Hopscotch" and Kenny Rogers as the Gambler. We're Mowing is weekly half-hour feature series Group W Productions plans to introduce at upcoming National Association of Television Program Executives conference March 13-18. For and About Young People, series of features has Scott Biao (Happy Days) as host. Gerber/Carter Communications is using same model to unveil two news insert shows, Your Entertainment Editor (with Don Stottlemyer) and Energy Line (with John Bartholomew Tucker)....Fusco Entertainments has acquired rights to library of Official Films, wide variety of programing, including vintage series, Biography, Robin Hood and Peter Gunn, among others. Syndicate Services, which syndicated Country Countdown, has gone back to Bob Banner Associations for three more 90-minute country specials, for airing in second quarter this year...For 1981/82 season, MG Films and Perin Enterprises have expanded Winning Moments...to include major league baseball. Series now includes 80 inserts - half World Series and All-Star game "moments" and half Super Bowl and NFIACF championship.

Boston boycott. National Organization for Women's Boston chapter and four other women's groups are planning viewer "switch-off" of WJMC-TV there to protest alleged station discrimination in hiring, paying and promoting females. Station general manager Robert J. Williamson called NOW's charges of "deplorable treatment of women and minorities" totally inaccurate. He credits station with employing more minority on-air reporters than any other TV station in Boston and with pioneering concepts of female co-anchor and of in-depth reporting on minority news issues. Muriel B. Knight, president of New England Women's Press Association, says February "switch-off" of WJMC-TV will "raise the consciousness" of station executives.

Disney to CBS. CBS Entertainment and Walt Disney Production have reached agreement whereby Disney-produced programs will be carried on CBS-TV, starting next fall. Specific programming will be announced later. Disney organization reported last December that Disney's Wonderful World would end its run on NBC-TV at season's end.

Some more ABC changes. Aside from Charlie's Angels, latest ABC-TV series to take "hiatus" is Poul Play, show that came on when the season's Monday Night Football ended. Coming back to take Poul Play's place at 10 p.m. as of March 9 is Soap, but now in hour form.

Captioning continues. National Captioning Institute, organization that closed-captioning television programs for hearing-impaired, announced that Xerox Corp has joined list of over 40 broadcast advertisers whose commercials are captioned. Xerox will also have NCI caption future television specials it sponsors.

Production alliance. MGM Television has entered into agreement with King-Hitzig Productions, New York, to develop TV series and movies.

Ratings Roundup
As the "sweeps" period continued, CBS-TV won the week ended Feb. 22, scoring a 19-9 rating and 31 share to ABC-TV's 18.3/29 and NBC TV's 17.4/27.

It was a prime time victory CBS won on the basis of its regularly scheduled series—and veteran ones at that. Dallas, as usual, gave CBS the highest-rated performance of the week with a 34.8/58 and Its lineup on Sunday, beginning with 60 Minutes and ending with Trapper John M.D., took the night on the whole (23.3/35), despite two hours of strong competition from ABC's Academy Award-winner, "Norma Rae" (22.6/33 prime, 22.7/35 through 11:25 p.m.).

For the most part, the new series that have come on air in the past several weeks have done little to boost network standings. ABC, for example, bombed out on Monday with Dynasty (16.0/23) and Poul Play (11.8/19)—the latter already said to be going on "hiatus." CBS, too, hasn't had good numbers with Tuesday's That's My Line (15.1/22) or Saturday's Concrete Cowboys (12.7/23).

The new show is worse at NBC which introduced the most. With the exception of Friday's The Brady Girls Get Married (23.1/36) and perhaps Harper Valley (16.8/28), NBC's ratings problems extend to Tuesday's Flamingo Road (14.8/23), Friday's Nero Wolfe (15.8/22) and Saturday's Gangster Chronicles (14.1/23) and Hill Street Blues (14.0/25).

With the sweeps more than half completed through Feb. 22, CBS holds the lead in both Arbitron and Nielsen counts. For the Arbitron period, begun Feb. 5, the averages are CBS 20.1, ABC 19.4 and NBC 16.8. For Nielsen, begun a day earlier, it's CBS 20.4, ABC 19.4 and NBC 16.5.

The First 20

1. Dallas  
   CBS 34.8/58

2. 60 Minutes  
   CBS 28.0/44

3. Little House on the Prairie  
   NBC 28.8/38

4. Dukes of Hazzard  
   CBS 25.5/41

5. M*A*S*H  
   CBS 24.5/35

6. Angel Dust  
   NBC 24.2/38

7. Love Boat  
   ABC 24.4/38

8. Brady Girls Get Married  
   NBC 23.1/36

9. Happy Days  
   ABC 22.6/34

10. "Norma Rae"  
    NBC 22.7/35

11. The Jeffersons  
    CBS 22.5/32

12. Magnum P.I.  
    CBS 22.4/34

13. Knots Landing  
    CBS 22.3/37

14. Three's Company  
    CBS 22.3/33

15. Diff'rent Strokes  
    NBC 21.9/34

16. Laverne & Shirley  
    ABC 21.8/32

17. Alice  
    CBS 21.8/31

18. Archie Bunker's Place  
    CBS 21.7/33

19. Real People  
    NBC 21.7/32

20. One Day At A Time  
    CBS 21.6/31

The Final Five

65. Concrete Cowboys  
   CBS 12.7/23

66. Lovers' Man  
    CBS 12.3/20

67. Poul Play  
    ABC 11.8/19

68. Goldie & the Beezer Go To Hollywood (made-for-TV movie)  
    NBC 10.4/16

69. NBC Magazine  
    NBC 7.4/12