

## Monitor

**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 Movin'* 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 Baio (*Happy Days*) as host. . . . Gerber/Carter Communications is using same meeting to unveil two news insert shows, *Your Entertainment Editor* (with Don Stotter) and *Energy Line* (with John Bartholomew Tucker). . . . Fusco Entertainment has acquired rights to library of Official Films, wide variety of programing, including vintage series, *Biography*, *Robin Hood* and *Peter Gunn*, among others. . . . Syndicast Services, which syndicated *Country Countdown 1980*, 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 Moment* shorts to include major league baseball. Series now includes 60 inserts: half World Series and All Star game "moments" and half Super Bowl and NFC/AFC championship.

**Boston boycott.** National Organization for Women's Boston chapter and four other women's groups are planning viewer "switch-off" of WNBC-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 Woman's Press Association, says February "switch-off" of WNBC-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 programing 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 *Foul Play*, show that came on when the season's *Monday Night Football* ended. Coming back to take *Foul 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-captions 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 in 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 *Foul 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 problem is worse at NBC which introduced the most. With the exception of Friday's *The Brady Girls Get Married* (23.1/38) and perhaps *Harper Valley* (16.8/28), NBC's rating problems extend to Tuesday's *Flamingo Road* (14.8/23), Friday's *Nero Wolfe* (13.8/22) 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. <i>Dallas</i>	CBS	34.8/58
2. <i>60 Minutes</i>	CBS	28.0/44
3. <i>Little House on the Prairie</i>	NBC	26.8/38
4. <i>Dukes of Hazzard</i>	CBS	25.5/41
5. <i>M*A*S*H</i>	CBS	24.5/35
6. <i>Angel Dusted</i> (made-for-TV movie)	NBC	24.2/36
7. <i>Love Boat</i>	ABC	24.0/40
8. <i>Brady Girls Get Married</i>	NBC	23.1/38
9. <i>Happy Days</i>	ABC	22.8/34
10. "Norma Rae" (theatrical movie)	ABC	22.7/35
11. <i>The Jeffersons</i>	CBS	22.5/32
12. <i>Magnum, P.I.</i>	CBS	22.4/34
13. <i>Knots Landing</i>	CBS	22.3/37
14. <i>Three's Company</i>	ABC	22.2/33
15. <i>Diff'rent Strokes</i>	NBC	21.9/34
16. <i>Laverne &amp; Shirley</i>	ABC	21.8/32
16. <i>Alice</i>	CBS	21.8/31
18. <i>Archie Bunker's Place</i>	CBS	21.7/33
18. <i>Real People</i>	NBC	21.7/32
20. <i>One Day At A Time</i>	CBS	21.6/31

### The Final Five

65. <i>Concrete Cowboys</i>	CBS	12.7/23
66. <i>Ladies' Man</i>	CBS	12.3/20
67. <i>Foul Play</i>	ABC	11.8/19
68. <i>Goldie &amp; the Boxer Go to Hollywood</i> (made-for-TV movie)	NBC	10.4/16
69. <i>NBC Magazine</i>	NBC	7.4/12

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