

exclusively in the U.S. on HBO. HBO formed its made-for-pay-TV film division last fall and is currently reviewing scripts and distribution deals proposed by various writers and producers.

In exchange for their investment, Orion executives have been named to top positions within Filmways. Orion Chairman Arthur B. Krim is replacing Richard L. Bloch as chairman. Orion President Eric Pleskow becomes president and chief executive officer of Filmways. Orion Executive Vice Presidents William Bernstein and Mike Medavoy have been named to the same positions at Filmways. All four executives have been given five-year contracts and been named to the Filmways board of directors.

Other principals in the investment group, in addition to the Orion team, are Warburg/Pincus Capital Corp., First Chicago Investment Corp. of Boston and Rust Entertainment Co. of Austin, Tex.

CBS Sports to play on USA Network

Sports events that CBS either doesn't air or uses only in part will be made available to the cable programming company

Once again there's a broadcaster/cablecaster alliance in news. USA Network, under a new pact with CBS Sports, has obtained cable coverage of sports events to which CBS holds rights as part of a larger program package but doesn't broadcast or uses only in excerpts.

The specifics of the deal announced last week are that two of the Daytona Speedweek events, the twin 125-mile qualifying races and the Sportsman 300, were to be cablecast on USA Network—the former on a one-day delay, Feb. 12, and the Sportsman 300 on March 27.

CBS was to broadcast the Daytona 500, the premiere event of the Speedweek slate, live on Feb. 14. As part of the package under which it secured the rights to that event, CBS held those to the other Speedweek races as well.

USA and CBS said they are "continuing negotiations that would bring the USA other events not scheduled for live broadcast on CBS." Indeed, USA Network President Kay Koplovitz said she hopes the two will be able to forge "a USA-CBS relationship that will provide other world-class events to cable." Such an arrangement would closely mirror one that ABC had struck earlier with Entertainment and Sports Programming Network (BROADCASTING, Sept. 28, 1981).

This new deal would provide CBS with a third entry into cable programming; the first was its CBS Cable cultural service and the second was the recently announced USA Network series, *Woman's Day USA* (BROADCASTING, Feb. 8), a General Foods backed program produced by Young & Rubicam that will draw on the resources of the CBS-owned magazine.

Ratings Roundup

Although ABC-TV had the ratings power of "Superman" part I and NBC-TV emerged victorious from *World War III*, CBS-TV continued its winning ways during the week ended Feb. 7.

With a 19.9 rating and 31 share, CBS took prime-time honors for the 11th consecutive week, beating ABC's 18.0/28 and NBC's 15.9/25.

On Sunday, "Superman" pulled a 29.6/42 in its 8-10 p.m. slot. Averaging in ABC's *Code Red* (13.0/20) opener and *Today's FBI* (15.5/25) closer, the night was worth a better-than-usual 21.9/33 for the network but still not enough to overtake CBS's regular lineup's 24.7/37. NBC was the big loser that night with *Peacock Showcase* (12.0/18) and *The Day the Bubble Burst* (12.7/19).

NBC's fortunes, however, were considerably better on Monday when the second half of *World War III* brought a 23.5/36, beating the head-to-head competition of ABC's *Pray TV* (16.0/24) and CBS's series.

CBS had its long-form entries on other nights: successful with Thursday's *Hallmark Hall of Fame: The Hunchback of Notre Dame* (20.5/32) and Saturday's theatrical "Silver Streak" (19.8/33) but losing with the Bette Davis made-for-TV, *A Piano for Mrs. Cimino* (16.6/25), on Wednesday and *Million Dollar Infield* (11.9/19) on Tuesday.

CBS won Thursday through Sunday; ABC won Tuesday and Wednesday and NBC took Monday.

The week saw CBS get off to a hefty lead in the February sweeps. After the first five days of the Arbitron begun Feb. 3, it was CBS's 21.5 to ABC's 17.3 and NBC's 14.4. The Nielsen count, begun a day later, showed CBS even stronger with a 22.8 to ABC's 16.7 and NBC's 13.4.

The First 20

1.	<i>60 Minutes</i>	CBS	30.2/47
2.	"Superman" part I (movie)	ABC	29.6/42
3.	<i>Dallas</i>	CBS	28.4/45
4.	<i>Trapper John, M.D.</i>	CBS	25.2/41
5.	<i>Too Close For Comfort</i>	ABC	25.2/38
6.	<i>Three's Company</i>	ABC	24.9/37
7.	<i>World War III</i> part II	NBC	23.5/36
8.	<i>Hart to Hart</i>	ABC	23.1/38
9.	<i>Dukes of Hazzard</i>	CBS	22.8/36
10.	<i>Magnum, P.I.</i>	CBS	22.8/35
11.	<i>M*A*S*H</i>	CBS	22.7/32
12.	<i>Jeffersons</i>	CBS	22.4/32
13.	<i>Falcon Crest</i>	CBS	22.0/39
14.	<i>Fall Guy</i>	ABC	22.0/32
15.	<i>Archie Bunker's Place</i>	CBS	21.7/31
16.	<i>One Day At A Time</i>	CBS	21.4/30
17.	<i>Real People</i>	NBC	21.1/31
18.	<i>Alice</i>	CBS	21.0/29
19.	<i>Walt Disney Hallmark Hall Of Fame: Hunchback Of Notre Dame (special)</i>	CBS	20.9/33
20.			

The Final Five

67.	<i>McLain's Law</i>	NBC	11.3/18
68.	<i>NBC Magazine</i>	NBC	11.1/18
69.	<i>King's Crossing</i>	ABC	10.2/16
70.	<i>Cassie and Company</i>	NBC	9.8/17
71.	<i>Billy Crystal Comedy Hour</i>	NBC	9.7/17



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