

the population that watches the most television.

The average home user watches Ceefax 116 minutes a week—82% watch news, 63% select TV listings, 59% use it for sports information, 54% for news flashes and 48% for weather and travel updates.

Ceefax users can access 300 to 500 frames of information on each of their three television channels, calling up an average 29 pages and using it 77 times a week.

Thirty-four percent of Ceefax users called the system an extremely useful information source, 41% saw it as a good source, 20% used it as a secondary source, and the remaining 5% called it a seldom-used luxury.

CBS putting finishing touches on RadioRadio

Network has 40 affiliates and big plans for news features for service that debuts in April

As CBS Radio ties up the loose ends of its RadioRadio network that premieres April 26, a progress report finds the young-adult service with a lineup of 40 affiliates and elaborate plans for news programming.

"We anticipate doubling our affiliate strength by the time we go on air," said Robert P. Kipperman, vice president and general manager, RadioRadio. The new network's roster of signed stations includes six CBS-owned FM's: WCBS-FM New York, KRQR-FM San Francisco, WEEL-FM Boston, KMOX-FM St. Louis, WCAU-FM Philadelphia and WBBM-FM Chicago. Other stations on board include: WKTK(FM) Catonsville, Md. (Baltimore), WCZY(FM) Detroit, KRLY(FM) Houston, KWST(FM) Los Angeles, WCCO-FM Minneapolis and KOOL-FM Phoenix.

Kipperman observed that RadioRadio has coverage in "15 of the top 25 markets" and "26 of the top 50," and believes part of the reason for affiliate acceptance is CBS's commitment to news.

CBS News will produce the hourly, two-minute newscasts for the network, plus four daily 90-second features. Construction is under way for the network's own broadcast studio and tape facilities, and CBS plans to hire a news staff of 24 by the end of March.

Larry D. Cooper, news director, RadioRadio, claims that the news will relate to the target audience of adults, 18-34. "It is not enough to report that the cost of living went up last month. On RadioRadio news broadcasts, we will tell these young adults about mortgage rates last month and whether there is a trend toward lower interest loans," Cooper said.

Along with the "newly developed department within CBS News" for RadioRadio, the network can take advantage of the worldwide news gathering operations of CBS News to help prepare reports for RadioRadio, said Cooper.

Monitor

CBS realignment. Three limited prime-time series—*Q.E.D.*, *Herbie, the Love Bug*, and *Baker's Dozen*—are joining CBS-TV network next month in realignment of Tuesday and Wednesday nights. In addition, *WKRP in Cincinnati* moves to 9-9:30 p.m. on Wednesday, March 17 (from 8-8:30 p.m.), and *Shannon* returns as limited series Wednesday, March 17 (10-11 p.m.) *Q.E.D.* premieres Tuesday, March 23 (8-9 p.m.) for six weeks; *Herbie* debuts Wednesday, March 17 (8-9 p.m.) for five weeks, and *Baker's Dozen* begins five-week run on Wednesday, March 17 (8:30-10 p.m.). *WKRP in Cincinnati* has its last broadcast Feb. 24. *Simon and Simon* and *The Two of Us* have their last broadcasts in their current time slots on March 16 and Feb. 24, respectively. In shuffle of Thursday and Monday night lineups, CBS is adding *Cagney and Lacey* (Filmways Productions), *Report to Murphy* (Roger Gimbel Production for EMI Television Programs, in association with K/C Productions and Jones-Reiker Ink. Corp.) and *Making the Grade* (UBU Production in association with Paramount Television Productions). On Thursday, March 25, *Cagney and Lacey*, about two female police detectives, begins run at 9-10 p.m., with *Knots Landing* moving to 10-11 p.m. CBS added that *Nurse*, currently at 10 p.m., would have "additional scheduling" announced shortly. Beginning Monday, April 5, *Report to Murphy*, about "unorthodox" parole officer, takes 8:30-9 p.m. slot and *Making the Grade*, comedy set in "tough, big-city high school," goes in at 9:30-10 p.m. *Private Benjamin* moves to 8-8:30 p.m. Out are *Mr. Merlin* and *House Calls* which CBS said "will return to their regular time periods" later in second quarter. For now, all new "limited series" are scheduled for six-episode runs.

NBC moves. NBC-TV is canceling *Cassie & Co.* (Fri. 10-11 p.m.), *Harper Valley* (Sat., 8:30-9 p.m.) and *Billy Crystal's Comedy Hour* (Sat., 10-11 p.m.) over next few weeks, with *Valley* and *Cassie* expected to return in spring. *McClain's Law*, starring James Arness, is moving from Friday, 9-10 p.m., to Saturday, 10-11 p.m. New 90-minute series, *The Chicago Story*, takes over Saturday, 8:30-10 p.m. spot on March 6 while two-hour movie will fill Friday, 9-11 p.m. period.

In the marketplace. Paramount Television has licensed weekly *Entertainment This Week* to Australia's 10 Network and New Zealand Broadcasting Corp. Australia will produce local version; New Zealand will take show as is... Syndicast Services claims lineup of more than 55 stations with 60% U.S. coverage for two-hour "pilot" special, *Country Jamboree*; it's set for airing this month and next... *The National Crime and Violence Test*, two one-hour "viewer participation specials," has been cleared in more than 90 markets, representing 75% of country, according to Metromedia Producers Corp... *Freeze Frame*, first-run access or fringe strip for fall, is being distributed by Firestone Program Syndication. Game involves TV/movie trivia, using clips. It's Sun Television/Firestone co-production... Canada's Hodgson Productions has *The World of Motorcycles*, 24-episode half-hour magazine show on stunts, events and "motorcycling celebrities"; it's available for station sales... Telepictures Corp. has exclusive international rights to 90-minute *Simon & Garfunkel: The Concert in Central Park*... *Fight of the Month*, 90-minute live telecast of two 10-round boxing bouts, is being offered beginning in March by Lexington Broadcast Services of New York.

Most viewers. With final numbers now in for Super Bowl XVI coverage, CBS claims 110,230,000 people saw at least part, "highest viewership of a single telecast of any program in television history" Super Bowl XII, carried by CBS in 1978, previously held record with 102,014,000 total viewers, according to network. Ratingwise, however, 1980 *Dallas* episode (53.3 rating/76 share) and 1977 *Roots* conclusion (51.1/71) beat 1981 Super Bowl's 49.1/73 (BROADCASTING, Feb. 1).

'Today' heads list of Christopher winners

Twelve television programs, including NBC-TV's *Today*, have been named to receive Christopher Awards for works that "affirm the highest values of the human spirit."

The television awards, along with others in the book and motion picture fields, will be presented at a reception at the St. Regis-Sheraton in New York on Feb. 25.

The winners:

Bill □ Executive producer, Alan Lansburg; producer, Mel Stuart; director, Anthony Page; writer, Corey Blechman (CBS).

Bitter Harvest □ Executive producer, Charles Fries; producer, Tony Ganz; director, Roger Young; writer, Richard Fienberg (NBC).

Close Harmony □ Executive producer/producer/writer, Nigel Noble (WNET-TV New York/PBS).

The Color of Friendship: An ABC Afternoon Special □ Executive producer, Diana Kerew; producer, Patrick McCor-

mick; director, Sfan Lathan, teleplay, Johnny Dawkins.

Crisis at Central High □ Executive producers, Richard Levinson, William Link, Freyda Rothstein, David Susskind; producer, Robert A. Papazian, director, Lamont Johnson, writers, Richard Levinson, William Link (CBS).

James Cagney: That Yankee Doodle Dandy □ Executive producers, Ron Devillier, Brian Donegan; producer, Richard Schickel (PBS).

A Long Way Home □ Executive producers, Alan Lansburg, Tom Kuhn; producer, Linda Olita; director, Robert Rarkowitz; writer, Dennis Nemecek (ABC).

The Marvin Collins Story □ Executive producer, Marian Rees; producers, Conrad Holzgang, Clifford Campion; director, Peter Levin; writer, Clifford Campion (CBS).

Miracle on Ice □ Producers, Frank von Zerneck, Robert Greenwald; director, Steven H. Stern; writer, Lionel Chetwynd (ABC).

The Patricia Neal Story □ Executive producer, Lawrence Schiller; producer, Don Silverman; director of American sequences, Anthony Harvey; director of British sequences, Anthony Page; writer, Robert Anderson (CBS).

The Pride of Jesse Hallam □ Executive producer, Frank Konigsberg; producer, Sam Manners; director, Gary Nelson; writer, Suzanne Clauser (CBS).