

Show. Cosby plays Cliff, "a busy obstetrician who lives above his offices in a New York brownstone, and when he's not surrounded by kids on the job, he's got four of his own to contend with." Phylcia Ayers-Allen co-stars as his wife, Claire. Tartikoff called *The Bill Cosby Show* "the development of an extremely strong comedy" which just may be the shot in the arm NBC needs to get off the ground Thursday night.

Tartikoff called *The Bill Cosby Show* and *Family Ties*, which follows it, an hour of "nuclear family comedy." And he said the renewal of *Family Ties* will include the pregnancy and delivery of a new child by Meredith Baxter Birney's character. The story line will mirror Birney's real-life pregnancy; Tartikoff said she is due "coincidentally" in November.

Following *Family Ties* at 9:30 will be *Night Court*, the new NBC series that premiered Jan. 4. Next season, Tartikoff said, the producers will be "adding an element of romance" by having Judge Harry Stone (Harry Anderson) fall in love with a young female attorney.

Tartikoff said NBC's 10 p.m. show, *Hill Street Blues*, was also hurt this past season because it had a late start. As part of the remedy, Tartikoff announced that NBC has already contracted for a full load of 26 new episodes "which we believe will make the see-saw battle with *Knots Landing* tilt in our favor."

Friday night begins with, in Tartikoff's words, "our major trump card." NBC will make a regular series out of *V*, its successful mini-series. *V* will be competing against *Dukes of Hazzard* on CBS and *Benson* and *Webster* on ABC. According to Tartikoff, "there's no program on Friday 8-9 that has a claim on adults 18-49." Twelve members of the original mini-series cast will be returning, including Faye Grant and Marc Singer.

NBC has chosen another Stephen J. Cannell production to help bring back Friday night—*Hunter*, which stars Fred Dryer as

Sgt. Rich Hunter, a cop who "is a bit of a maverick" but also is "a determined plain-clothes detective who thinks that it's more important to get the criminals behind bars—even if that takes bending the rules a little." Tartikoff said he expected *Hunter* to "lock into a strong second place" opposite *Dallas* on CBS and *Honolulu Run* on ABC.

NBC's third action/adventure show of the night comes with *Miami Vice* in the 10-11 period. The one-hour cop/action show stars Don Johnson and Phillip Michael Thomas as two "unlikely teammates [who] are after the kingpins of Miami's crime rings." Tartikoff said NBC was "looking for a youthful show to follow *Hunter*," although said it would have "a different slant for a police show." It will be written by Tony Yerkovich, also a writer for *Hill Street Blues*.

Next to Friday night, Saturday night was where NBC did the most rearranging. Although it will continue to start with *Diff'rent Strokes*, it has moved *Gimme a Break* into the 8:30 period. That will be followed by a "light comedy mystery" titled *Partners In Crime*, which will star Loni Anderson and Lynda Carter as two women who inherit a San Francisco detective agency after the mysterious death of its owner—to whom each had been married.

In the 10-11 period, NBC introduces *Hot Pursuit*, a "human adventure drama" created by Ken Johnson, who also created *V* and produced *The Incredible Hulk* and *Bionic Woman*. The story concerns the murder frameup of a young woman named Katherine Wylar (Kerrie Keans), who is sprung from jail by her husband (Eric Pierpointe) and who then joins him to pursue the person who set her up.

NBC will also counterprogram the Sunday 7-8 period with *Silver Spoons* and a new comedy series, *Punky Brewster*. *Punky Brewster* stars newcomer Soleil Moon Frye as a seven-year-old girl who has been abandoned by her parents but who "manages to maintain a cheerful outlook on life in spite of

adversity." George Gaynes stars as Henry Warnimont, the curmudgeonly bachelor Punky befriends and who unofficially adopts her.

"It's what I would call a very aggressive schedule," observed Robert (Buck) Buchanan, executive vice president, U.S. media director, J. Walter Thompson U.S.A. Buchanan noted that the schedule took into account the "flow of audience" that is expected to weave in and out of rival networks' shows.

Agency executives canvassed also liked *The Bill Cosby Show*, which several described as a "coup." One agency buyer said, "Cosby's well worth the money." Noted another agency buyer who said he didn't know how much Cosby's contract was worth but assumed it was substantial: "That's money well spent." □

## STC moves step closer to DBS reality

**FCC approves two birds for single orbital slot for East Coast feed; western service still to come**

Satellite Television Corp.'s direct broadcast satellite service is closer still: The FCC last week authorized the company to construct and launch two satellites to provide six channels of DBS service to the eastern half of the United States from a single orbital slot.

The FCC, however, said STC, the first DBS applicant to receive such authority, had not come far enough along in its plans to warrant the second orbital slot it had requested to provide service to western states.

Under the FCC order, one satellite was authorized to provide service on channels 6, 10 and 14; the other was authorized to provide service on channels 8, 12 and 16. Both were assigned to an orbital position of 100.8 degrees west longitude.

STC, a subsidiary of Comsat, also had

### Thursday

	ABC	CBS	NBC
8:00	the Craziest Things* (Landsburg/ Fraser)	Magnum P.I. (Universal/ Belisarius/ (Glen Larson)	Bill Cosby Show* (Carsey-Werner)
8:30	Who's the Boss?* (Embassy)		Family Ties (UBU/ Paramount)
9:00			Cheers (MTM)
9:30	Glitter* (Aaron Spelling)	Simon & Simon (Universal)	Night Court (Starry Night/ Warner Bros.)
10:00			
10:30	20/20 (ABC News)	Knots Landing (Roundelay/ Lorimar)	Hill Street Blues (MTM)
11:00			

### Friday

	ABC	CBS	NBC
8:00	Benson (Witt-Thomas-Harris)	Dukes of Hazzard (Step/Warner Bros.)	V* (Warner Bros.)
8:30	Webster (Paramount)		
9:00			
9:30	Honolulu Run* (Universal)	Dallas (Lorimar)	Hunter* (Stephen J. Cannell)
10:00			
10:30	Matt Houston (Aaron Spelling/ Largo)	Falcon Crest (Lorimar/ Amanda/ M.F.)	Miami Vice* (Universal)
11:00			

### Saturday

	ABC	CBS	NBC
8:00	T.J. Hooker (Spelling/ Goldberg)	Airwolf** (Belisarius/ Universal)	Diff'rent Strokes (Tandem)
8:30			Gimme A Break** (Lachman/ Landsburg)
9:00			
9:30	Love Boat (Aaron Spelling)	Mickey Spillane's Mike Hammer** (J. Bernstein Prods.)	Partners in Crime* (Carson Prods.)
10:00			
10:30	Finder of Lost Loves* (Aaron Spelling)	Cover Up* (Glen Larson/ 20th Century Fox)	Hot Pursuit* (NBC Prods.)
11:00			