

Turner's sports detente

TBS signs agreement with Soviets for Goodwill games, to be played in Moscow in 1986; TBS to have all U.S. broadcast rights; production of coverage to be joint venture between TBS and Soviet broadcast authority

Turner Broadcasting System announced last week an agreement with Soviet broadcasting and sports authorities for the staging of what the parties involved say will be a quadrennial amateur sports event—the Goodwill Games, featuring competition among amateur athletes in selected sports such as swimming, gymnastics and track and field. If the games come off as planned, in July of 1986 in Moscow, say Turner officials, it will be the first time Soviet and American amateur athletes will have competed in an international summer festival of games since the 1976 summer Olympics in Montreal.



Last week's announcement was a media event in itself. A live, international video press conference linking New York, Moscow, Phoenix, and by voice circuit, London, was the vehicle used by TBS to make the announcement. Ted Turner played host to

reporters at the Waldorf-Astoria in New York, while TBS Executive Vice President Robert Wussler represented TBS's interests in Moscow, where he could be seen via the satellite connection signing the agreements with officials of the Soviet broadcast authority, Gostelradio, and the Soviet sports authority, Soyuzsport. In Phoenix, Olympic diver Gregg Louganis, who could not make it to New York, was tied into the conference by satellite to give his reaction to the announcement. In London, a group of reporters representing the Western European press were gathered.

In effect, the proposed games would be a warm-up for the Olympics, although the Goodwill Games would be much smaller, with only 18 sports represented, compared to about 30 sports for the Olympics.

Under the agreement, with Moscow serving as the first host, Gostelradio would

NBC turns in win number 11

NBC captured its 11th consecutive prime time ratings victory for the week ending Aug. 4 with a 12 average rating and a 23 average share based on Nielsen's National Television Index (NTI). CBS had an 11/20 and ABC a 10.7/20 for the week.

HUT levels for the week were down 8%, to 53.7, compared to the same week a year ago when the Olympics help put HUT levels at 57.3. Combined ratings were down 21% from the same week a year ago, from 42.9 to 33.7, and combined shares were off from last year's 76.3 to 62.8.

Among the week's specials was the *CBS Reports*, "Hiroshima, 40 Years and Counting," which placed 55th on the schedule of 65 programs with a 7.7/14.

In nightly wins, NBC took Tuesday, Wednesday and Thursday, while CBS won on Monday and Sunday, and ABC won on Friday and Saturday.

Monday was dominated by CBS's regular schedule. It took every hour that night, boosted by the third-, fourth- and fifth-ranked shows of the week. Monday tied with Thursday as the highest-rated night of the week (15.7).

The three hours that comprise NBC's regular schedule, led by eighth-ranked *Riptide*, outperformed the other two networks Tuesday night. ABC's schedule included a pilot, *Love Long Distance* (7.7/15).

NBC's regular schedule took every hour on Wednesday. It included the seventh-ranked *Highway to Heaven* and the 11th-ranked *Facts of Life*.

NBC's Thursday night schedule included the number-one ranked *Cosby Show* and the second-, 10th-, 16th-ranked shows, *Facts of Life*, *Cheers* and *Night Court*. NBC lost the 10-11 p.m. block to ABC's *20/20*.

ABC won Friday despite losing the 9-11 p.m. block NYT to a *CBS Special Movie Presentation* (12.3/24), "Tarzan, the Ape Man." From 8-9 p.m. NYT, ABC beat the competition with *Webster* and *Comedy Factory*.

ABC took Saturday with its regular schedule. The *CBS Saturday Night Movie*, "The Champ," scored a 7/14.

While the *ABC Sunday Night Movie*, "The Blues Brothers," was the 15th ranked show of the week, it could not give ABC the night, as CBS won on strength of the sixth-ranked *60 Minutes* and the 14th-ranked *Trapper John, M.D.*, both of which won their time periods.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	19.6/38	23.	Simon & Simon	CBS	13.2/24	45.	Hotel	ABC	10.0/18
2.	Family Ties	NBC	17.6/33	24.	MacGruder & Loud	ABC	13.1/24	46.	Rock 'n' Roll Summer Action	ABC	9.5/18
3.	Newhart	CBS	17.0/28	25.	TV Bloopers & Practical Jokes	NBC	12.4/23	47.	Gimme A Break	NBC	9.3/19
4.	Cagney & Lacey	CBS	16.9/29	26.	Tarzan, the Ape Man	CBS	12.3/24	48.	T.J. Hooker	ABC	9.2/21
5.	Kate & Allie	CBS	16.4/29	27.	Seesions	NBC	12.3/21	49.	Monday Night Baseball	ABC	9.2/16
6.	60 Minutes	CBS	16.3/33	28.	Webster	ABC	12.1/27	50.	Knots Landing	CBS	9.0/16
7.	Highway to Heaven	NBC	16.2/30	29.	St. Elsewhere	NBC	12.0/22	51.	Silver Spoons	NBC	8.1/16
8.	Riptide	NBC	16.2/28	30.	Two Kinds of Love	CBS	11.8/21	52.	Ripley's Believe it or Not	ABC	7.8/16
9.	20/20	ABC	16.1/29	31.	Ravagers	NBC	11.8/21	53.	Royal Match	CBS	7.7/17
10.	Cheers	NBC	15.8/29	32.	Life's Embarrassing Moments	ABC	11.7/22	54.	Love, Long Distance	CBS	7.7/15
11.	Facts of Life	NBC	15.8/28	33.	Hail to the Chief	ABC	11.6/19	55.	Hiroshima, 40 Years	CBS	7.7/14
12.	Remington Steele	NBC	14.9/27	34.	Benson	ABC	11.5/23	56.	Airwolf	CBS	7.6/17
13.	A Team	NBC	14.8/28	35.	Hunter	NBC	11.4/23	57.	Baseball—White Sox/Yankees	NBC	7.6/16
14.	Trapper John, M.D.	CBS	14.8/26	36.	Comedy Factory	ABC	11.2/24	58.	Dynasty	ABC	7.1/12
15.	The Blues Brothers	ABC	14.5/26	37.	Roulupe, Bleeps & Blunders	ABC	10.8/20	59.	It's Your Move	NBC	7.0/15
16.	Night Court	NBC	14.3/25	38.	People Do the Craziest Things	ABC	10.7/21	60.	The Champ	CBS	7.0/14
17.	Double Trouble	NBC	14.3/25	39.	Finder of Lost Loves	ABC	10.6/21	61.	Punky Brewster	NBC	6.9/14
18.	Crazy Like a Fox	CBS	14.2/24	40.	Three's A Crowd	ABC	10.6/20	62.	Summer of Innocence	ABC	6.8/12
19.	Murder, She Wrote	CBS	13.8/26	41.	Love Boat	ABC	10.4/21	63.	Our Time	NBC	6.5/15
20.	Who's the Boss?	ABC	13.8/23	42.	Mama's Family	NBC	10.3/20	64.	The Idolmaker	CBS	5.9/10
21.	Scarecrow & Mrs. King	CBS	13.5/26	43.	Knight Rider	NBC	10.3/19	65.	Baseball Pregame	NBC	5.6/14
22.	Hill Street Blues	NBC	13.3/24	44.	Magnum, P.I.	CBS	10.1/19				

*indicates premiere episode