

Ratings Roundup

By a mere tenth of a rating point, ABC-TV squeaked out a prime-time victory for the week ended Dec. 7—ending a four-week streak by CBS-TV. Overall nightly averages showed ABC with a 19.4 rating and 30.3 share to CBS's 19.3/30.2. While those two networks battled it out, NBC-TV sank to a low of 15.6/24.3.

CBS's *Dallas* continued to be a series phenomenon, earning a 37.3/62 as the top-rated program of the week, more than eight rating points ahead of the next-strongest audience draw: CBS's *60 Minutes* with a 29.2/45.

Not everything was rosy, however, for CBS. Its two premieres—*Freebie and the Bean* (11.7/20) and *The Secrets of Midland Heights* (11.8/21)—scored the lowest ratings for any new program debuts so far this season. The back-to-back premieres Friday night suffered at the hands of ABC.

Football paid off for ABC, with a Thursday Steelers-Oilers game (25.2/41)—the highest-rated pro-football game so far this year and the second-highest in ABC's 11 years of prime-time coverage. *Fighting Back*, a made-for-TV movie about Steelers star Rocky Bleier also drew a strong audience, giving ABC a 24.6/37 the following Sunday.

Beefcake from Hollywood also served ABC well as a *Barbara Walters Special* with Burt Reynolds, Paul Newman and Clint Eastwood gave Walters the highest ratings since her occasional series began in December 1976: a 27.5/44.

The First 20

1.	<i>Dallas</i>	CBS	37.3/62
2.	<i>60 Minutes</i>	CBS	29.2/45
3.	<i>Barbara Walters Special</i>	ABC	27.5/44
4.	<i>M*A*S*H</i>	CBS	26.5/38
5.	<i>ABC NFL Football</i> (special, Steelers v. Oilers)	ABC	25.2/41
6.	<i>Fighting Back</i> (made-for-TV movie)	ABC	24.6/37
7.	<i>Little House on the Prairie</i>	NBC	24.5/35
8.	<i>House Calls</i>	CBS	24.3/36
9.	<i>Three's Company</i>	ABC	24.0/36
10.	<i>Real People</i>	NBC	23.5/36
11.	<i>Love Boat</i>	ABC	23.2/40
12.	<i>Too Close for Comfort</i>	ABC	22.5/34
13.	<i>Archie Bunker's Place</i>	CBS	22.5/33
14.	<i>One Day at a Time</i>	CBS	22.3/32
15.	<i>Quincy M.E.</i>	NBC	22.2/37
16.	<i>Dukes of Hazzard</i>	CBS	22.2/36
17.	<i>Jeffersons</i>	CBS	22.1/32
18.	<i>NFL Monday Night Football</i> (Broncos v. Raiders)	ABC	21.2/33
19.	<i>Laverne & Shirley</i>	ABC	21.2/31
20.	<i>Fantasy Island</i>	ABC	21.1/38

The Final Five

61.	"Semi-Tough" (movie)	NBC	11.3/20
62.	<i>Jack Frost</i> (special)	NBC	10.7/17
63.	<i>Christmas from the Grand Ole Opry</i> (special)	ABC	10.0/17
64.	<i>NBC Magazine</i>	NBC	7.1/12
65.	<i>Gene Shalit Talks to the Stars</i> (special)	NBC	6.8/11

Monitor

New star. NBC Entertainment said it had signed Patti Davis, daughter of President-elect Ronald Reagan and his wife, Nancy, to exclusive contract to star in motion pictures for television and other special projects. Davis, who uses her mother's maiden name, has appeared in TV series episodes.

Angry boxing fan sues. National Subscription Television has been sued in Los Angeles Superior Court by disgruntled viewer upset by outcome of Sugar Ray Leonard-Roberto Duran fight on Nov. 25. Timothy L. Ehlers asked for refund of \$15 he paid NST for its coverage of bout, which ended when Duran abruptly quit. Complaint says Ehlers and 100,000 other subscribers did not receive what was promised in championship match. Suit also asked that \$8-million penalty be assessed against Duran for his behavior.

Music by cable. International Video Music Corp. has announced plans to launch its *Liar* and *Casey Stengel*—will air on Public Broadcasting Service (through WGBH-TV Boston) during 1981/82 season. David Susskind is executive producer. Move into public television, with underwriting less expensive than network sponsorship costs, is said to make up for cutback in "Hall of Fame" specials since Hallmark Cards diverted much of its TV budget into spot advertising. CBS-TV contract for one special per season continues. Network scored 20.6 rating/32 share with *Tale of Two Cities*. Next season's special on CBS is *Welcome to Success: The Marva Collins Story*.

Music by cable. International Video Music Corp. has announced plans to launch its "VideoMusic Channel" late next month over cable affiliates in Texas and/or Indiana. IVMC, which plans five hours of "beautiful rock" video music per day via three-quarter-inch cassette, is fourth firm to announce plans for such programming. Warner Amex Satellite Entertainment Corp., Henderson-Crowe Productions and Lewmark Productions have similar ventures under development. Concept involves playing music and disk jockey commentary accompanied by photo sequences involving performers.

NIWS in Spanish. Tape-distributed News/Information Weekly Service, daily video news service launched Nov. 3, says it plans Spanish-language version as early as March 1981. Plan is to move both versions by satellite as soon as possible, making them available to stations throughout world. NIWS executives say Spanish-language service will probably draw material from outlets throughout Latin America.

Another network. Jewish Television Network, calling itself first service providing regularly scheduled programming aimed at Jewish audience, began operations Dec. 7 over Theta Cable in Los Angeles. JTN is providing 22 hours weekly of programs Sunday through Friday afternoon. Fare includes children's programs, Yiddish and Hebrew newscasts and educational programming.

In the marketplace. Telepictures Corp., New York, has acquired worldwide distribution rights to 144 color half-hours of *Here's Lucy* from Lucille Ball Productions. This particular Lucille Ball series never has been syndicated in U.S. and was on CBS-TV in 1968-1974. ... Gold Key Media is offering new first-run series of 78 half-hour dramas, *Camp Wilderness*, for syndication on barter basis, starting next Jan. 1. Series depicts life at largest summer camp in world. ... Time Buying Services, New York, has cleared 103 TV stations to carry half-hour animated special, *The Christmas Raccoons*, and has signed GAF Corp. as one national sponsor in barter program to be aired during holiday season.

Mr. Rose goes to Washington. Charlie Rose, who's been host of daytime talk show on KXAS-TV Fort Worth, where he has interviewed such figures as President-elect Ronald Reagan, Jesse Jackson and heart surgeon Dr. Michael DeBakey, is moving to similar job in Washington. He will become host of daily, half-hour syndicated show that is being produced by NBC-owned WRC-TV Washington, Post-Newsweek Productions and Rose. Called *The Charlie Rose Show*, program will be carried live before studio audience at 12-12:30 p.m., starting Jan. 5. It will be syndicated by Post-Newsweek Distribution later that month.

Across country. *Country Countdown '80*, produced by Bob Banner Associates, and distributed by Syndicast Services, has been signed up by 76 TV stations from coast to coast. Music special, which will be taped live in Las Vegas in December for January telecast, recounts top 25 country music songs of 1980. Advertisers, so far, include Faberge, AMC and Bristol-Myers.