

even daring themes" and urged that they resist pressure groups and nervous advertising agencies that may attempt to dictate content. □

Saturday morning switching at NBC

NBC, which has been the network leader in Saturday morning ratings every week this season, will introduce four new Saturday morning shows next September on top of four returning series.

"We are making changes next season because we feel that any schedule—even one that is number one—needs replenishing each year. The youngsters like to have something new and it is our way of keeping up to date and fresh with what we offer," explained

Phyllis Tucker Vinson, vice president of children's programming, NBC Entertainment.

The four returning Saturday morning series are *Smurfs*, *Mr. T*, *Alvin and the Chipmunks* and *Spider-Man and His Amazing Friends*.

The new series include *Snorks*, an animated half-hour about an underwater fantasy world. It is produced by Taft Broadcasting's Hanna-Barbera Productions. *Pink Panther and Sons* will be another new animated half-hour featuring the Pink Panther's offspring. It will be produced by DePatie-Freeling, creator of the original *Pink Panther* animated series—in association with Hanna-Barbera.

Also new will be *Hot Rocks*, a half-hour series about a teen-age rock band that moves in and out of "an alternative music universe." The program will be live action until the group transcends into the alternate universe, at which point it turns into animation.

The series will include animated videos of top 40 hits. It is produced by Saban Productions in association with DIC Enterprises.

Another live action half-hour is *Going Bananas*, featuring an orangutan with telekinetic powers. It is produced by Jansen-Menville Productions in association with Hanna-Barbera. The orangutan is not the same one that appeared on NBC's *Mr. Smith*.

NBC won Saturday morning, March 31, for the 29th consecutive week this season. It averaged a 6.7/26, compared to 5/19 for CBS and 4.8/18 for ABC.

The programs being dropped from the NBC Saturday morning schedule include *Flintstone Funnies*, *Shirt Tales*, *Thundarr the Barbarian* and the second half-hour of *Amazing Spiderman and The Incredible Hulk*. The second half featuring *The Incredible Hulk* will be dropped and the show retitled *Spiderman and His Amazing Friends*.

CBS racks up 6 of 10 top shows

With the 1983-84 season almost over, CBS maintained its comfortable lead in the Nielsen national prime time ratings. CBS led by 1.6 rating points over ABC and 3.7 rating points over NBC to place first in the 28th week with a 17.7 rating and a 28 share, compared to ABC's 16.1/26 and NBC's 14/22.

CBS had six of the top 10 programs, while ABC had three and NBC one. The first episode of the CBS mini-series, *George Washington*, was the fifth-ranked program of the week, averaging 22.1/33.

CBS won Thursday, Friday and Sunday. ABC carried Saturday, Monday and Wednesday. NBC won Tuesday.

Highlights of the week include ABC's sweep of Monday night, done largely with the help of its Monday Night Movie, *Sins of the Past*, which averaged 21.3/32 and ranked as the eighth highest of the week.

NBC bulldozed the competition on Tuesday night with its regular lineup. That's not news—but a rerun of *A Team* pulled a 35 share, squashing the third broadcast of CBS's *American Parade* and blithely passing original episodes of *Foul Ups & Bloopers* (16.5/26) and *a.k.a. Pablo* (13.9/21) on NBC.

Dallas had an extremely good performance on Friday night, averaging 26.3/43 and earning its highest share since the eighth week of the season.

The week, night by night:

■ ABC won Monday night with an average 18.9/28.3 principally on the strength of its made-for-television Monday night movie, NBC took the 8-9 slot with *TV Bloopers & Practical Jokes*, averaging a 19.8/30

against 21 shares pulled by ABC's *Automan* and a repeat of *Scarecrow and Mrs. King* on NBC.

■ Tuesday night belonged to NBC although it was a closer race after *A Team*. NBC still won the 9-11 slot, but the *Miss Teen U.S.A. Pageant* on CBS averaged 16/25—behind an original episode of *Riptide* (19.3/29) and a repeat of *Remington Steele* (16.8/28). ABC's new midseason sitcom, *Shaping Up*, couldn't equal reruns of *Three's Company* and *Hart to Hart* before and after it.

■ Averages for Wednesday night were delayed because of President Reagan's televised press conference (the press conference was sustaining so no national ratings are available). ABC's *Dynasty*, which pulled a 23.6/38 with an original episode, was the second highest rated show of the week.

■ CBS took Thursday night with an average 21.9/36. A repeat of *Magnum P.I.* pulled a 21.4/34 and worked as a strong lead-in to a *CBS Special Movie Presentation, Red Light Sting*, which averaged 22.1/37. A repeat of *Hill Street Blues* on NBC-TV earned a 10.4/18, its lowest performance of the season.

■ ABC won Saturday night based largely on reruns of *T.J. Hooker* and *Love Boat*, but lost the 10-11 slot to *Mike Hammer* on CBS. *Fantasy Island* recorded 14.8/27, while *Hammer* drew 15.6/29.

■ And CBS claimed Sunday night because of the first part of its mini-series, *George Washington*. However, the made-for-TV movie, *The Calendar Girl Murders*, earned a 19.1/29 for ABC, helping that network to finish the evening in second place with a 17.8/27.4 average. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.3/43	23.	Miss Teen USA	CBS	16.0/25	45.	Mama's Family	NBC	13.2/22
2.	Dynasty	ABC	23.6/38	24.	Knight Rider	NBC	16.0/23	46.	Double Trouble*	NBC	12.8/21
3.	A Team	NBC	22.8/35	25.	Mike Hammer	CBS	15.6/29	47.	Diff'rent Strokes	NBC	12.7/23
4.	Red Light Sting	CBS	22.1/37	26.	Love Boat	ABC	15.6/28	48.	Matt Houston	ABC	12.3/22
5.	George Washington, part I	CBS	22.1/33	27.	Webster	ABC	15.6/26	49.	Buffalo Bill	NBC	12.2/20
6.	Falcon Crest	CBS	21.8/39	28.	Facts of Life	NBC	15.5/24	50.	Jane Doe	CBS	11.6/20
7.	Magnum, P.I.	CBS	21.4/34	29.	T.J. Hooker	ABC	15.3/27	51.	St. Elsewhere	NBC	11.2/22
8.	Sins of the Past	ABC	21.3/32	30.	Airwolf	CBS	14.9/25	52.	Homemade Comedy Special	CBS	11.1/18
9.	60 Minutes	CBS	21.2/35	31.	Fantasy Island	ABC	14.8/27	53.	That's Incredible	ABC	10.9/17
10.	Fall Guy	ABC	21.0/33	32.	Cheers	NBC	14.8/23	54.	Two Marriages	ABC	10.8/17
11.	TV's Bloopers, Practical Jokes	NBC	19.8/30	33.	Family Ties	NBC	14.7/23	55.	Masquerade	ABC	10.7/17
12.	Georgetown vs. Houston	CBS	19.7/29	34.	Benson	ABC	14.5/25	56.	Master	NBC	10.5/10
13.	People Do the Craziest Things	ABC	19.5/29	35.	20/20	ABC	14.5/25	57.	Hill Street Blues	NBC	10.4/18
14.	Riptide	NBC	19.3/29	36.	Gimme A Break	NBC	14.3/23	58.	American Parade	CBS	10.3/16
15.	Calendar Girl Murder	ABC	19.1/29	37.	Hart To Hart	ABC	14.1/24	59.	One Day At A Time	CBS	10.0/15
16.	Magic of David Copperfield	CBS	17.3/29	38.	Automan	ABC	14.1/21	60.	Yellow Rose	NBC	9.8/18
17.	Three's Company	ABC	17.0/23	39.	Shaping Up	ABC	14.1/21	61.	Dukes of Hazzard	CBS	9.7/17
18.	Remington Steele	NBC	16.8/28	40.	Silver Spoons	NBC	14.0/24	62.	Mama Malone	CBS	9.7/15
19.	Bob Hope Special	NBC	16.6/25	41.	Scarecrow & Mrs. King	CBS	14.0/21	63.	Battle Beyond the Stars	NBC	8.7/15
20.	Foulups, Bleeps & Blunders	ABC	16.5/26	42.	a.k.a. Pablo	ABC	13.9/21	64.	rather Murphy	NBC	5.8/10
21.	Facts of Life/Paris	NBC	16.4/25	43.	People Are Funny	NBC	13.8/28				
22.	Hotel	ABC	16.0/31	44.	Ripley's Believe It or Not	ABC	13.4/22				

*indicates premiere episode