

Country Radio reprises in Nashville

For first time, seminar will feature exhibit hall with 20 companies in hand

The spotlight will be on country music beginning next week (March 1-3) when over 700 radio and record industry representatives descend on the Opryland hotel in Nashville for the 15th annual Country Radio Seminar, sponsored by Country Radio Broadcasters (CRB).

The keynote address, set for Friday (March 2) at 9 a.m., will be given by Pam Lontos, a specialist in radio sales motivation. The closing remarks, scheduled for Saturday (March 3) at 5:30 p.m., will be given by country comedian and inspirational

speaker Jerry Clower. An artist-attended reception officially kicks off the festivities on Thursday evening (March 1).

A first for this year's Country Radio Seminar is the establishment of an exhibit hall where over 20 companies will be represented. Motorola will display a 1984 Buick equipped with Motorola's new C-Quam AM stereo receiver. The CRB board voted last September to have an exhibit hall and a full-time effort on the project began only last month, noted Dave Donahue, exhibit and suite coordinator for CRB. "The response on such short notice has been excellent," he said. The exhibit hall, which encompasses 6,000 square feet of space, will be open from 2 p.m. to 7 p.m. on Thursday and Saturday and from 2 p.m. to 10 p.m. on Friday.

There will be 18 workshops including topics on evaluating outside programming sources, structuring rate cards and running focus groups. And for the first time this year,

there will be six sessions specifically geared to the record industry (but open to all attendees) called MIPS (Music Industry Professional Seminars). They are coordinated by the Country Music Association (CMA) and are scheduled to begin on Thursday afternoon (March 1) at 2 p.m.

"Early bird" sessions on agribusiness and engineering will start the day on Friday at 7:45 a.m. The CRB will also hold its annual forum on the relationship between stations and rep firms. Conference agenda chairman for 1984 is Charlie Cook, a Los Angeles radio personality.

As in past years, the seminar will close with a banquet and the "New Faces Show" where broadcasters and record label executives review 10 new country acts.

As of late last week, paid pre-registration stood at 575. According to CRB officials, attendance for the three-day event has been growing by between 50 and 100 people each year. Total attendance in 1983 was 640. □

NBC's first win of the season

With eight of the top 15 programs and with victories on three of the seven nights, NBC-TV scored its first weekly win of the 1983-84 prime time season in the week ended Feb. 12. NBC came in with a Nielsen rating/share of 17.5/27, CBS was second with 17.3/26 and ABC—despite its coverage of the Olympics, or because of it—was third with 17.0/26. With only half a rating point between first and last, it was the most competitive of the season's 20 weeks thus far. CBS has won 14 and ABC five.

ABC's first two nights of prime time coverage of the Olympic games, Tuesday and Wednesday, must have helped NBC more than they helped ABC. The Tuesday night games certainly didn't help ABC, averaging 11.6/18 and ranking 54th among the week's 59 programs. The Wednesday night games improved in ratings (17.2/27), ranking 25th, but not enough to keep the night—which usually goes to ABC—from going to NBC. NBC also won Monday and Tuesday nights.

ABC's Olympics ratings, after their seeming recovery on Wednesday night, took a sharp turn for the worse on Thursday evening, when events at the Sarajevo games site were so dull that ABC trimmed its coverage from three hours to two, inserting a 20/20 broadcast at 10 p.m. The Olympics portion came in at 13.7/20, and 20/20 did 11.7/19. Beginning Friday, however, the Olympics ratings turned healthy and

became increasingly so, going from 18.7/30 on Friday to 18.8/31 on Saturday and 19.3/29 on Sunday, ranking 20th, 19th and 18th respectively.

Despite the resurgence, rival network researchers said that the Olympics ratings for the week averaged 17.4/27 and that, as one put it, "this was the first time anyone lost with an Olympic week since 1968."

NBC won the week primarily with its regular lineup. A spokesman said NBC researchers had studied the ratings for the 1980 and 1976 games and concluded, among other things, that regular programming tends to do best against Olympics. So with few exceptions, NBC stayed with its regular series; even when it presented what might otherwise be called special programs, it put them into regular movie spots. Thus, Michael Landon in *Little House Farewell* was shown as the NBC Monday night movie (and scored a 22.0/32, ranking ninth for the week), and part one of the three-part *Celebrity* was presented as the NBC Sunday night movie (21.2/33, ranking 12th).

For the first 13 days of the Arbitron local measurement sweep (Feb. 1-13), ABC leads in the network ratings with 18.5 to CBS's 16.6 and NBC's 16.5. For the first 12 days of the Nielsen local sweep (Feb. 2-13), ABC is ahead in the nationals with 18.1, followed by CBS at 17.2 and NBC at 16.6. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	A Team	NBC	28.8/28	21.	Jeffersons	CBS	18.5/27	41.	St. Elsewhere	NBC	14.4/24
2.	Simon & Simon	CBS	26.4/38	22.	Real People	NBC	17.9/27	42.	Trapper John, M.D.	CBS	14.3/22
3.	Dallas	CBS	25.3/28	23.	Family Ties	NBC	17.9/26	43.	20/20 (Wed)	ABC	14.3/21
4.	60 Minutes	CBS	24.5/38	24.	Gimme A Break	NBC	17.5/26	44.	Airwolf	CBS	14.3/22
5.	Magnum, P.I.	CBS	24.3/36	25.	Winter Olympics Wed. 9 p.m.	ABC	17.2/27	45.	Winter Olympics Thurs. 8 p.m.	ABC	13.7/20
6.	Riptide	NBC	23.5/34	26.	Cheers	NBC	17.1/25	46.	Buffalo Bill	NBC	13.4/20
7.	Knots Landing	CBS	22.9/37	27.	Scarecrow & Mrs. King	CBS	17.1/24	47.	Mama's Family	NBC	13.2/21
8.	Falcon Crest	CBS	22.1/36	28.	Alice	CBS	16.8/24	48.	Fantastic World of Collins	NBC	12.9/20
9.	Lt. House/Farewell	NBC	22.0/32	29.	Dukes of Hazzard	CBS	16.8/28	49.	We Got It Made	NBC	12.5/20
10.	Remington Steele	NBC	21.4/37	30.	A Good Sport	CBS	16.2/25	50.	Bugs Bunny Special	CBS	12.4/20
11.	TV Bloopers	NBC	21.3/30	31.	Four Seasons	CBS	16.2/24	51.	Charlie Brown Special	CBS	12.4/20
12.	Celebrity, part 1	NBC	21.2/33	32.	Night Court	NBC	16.2/24	52.	The Sky's No Limit	CBS	12.0/19
13.	Knight Rider	NBC	20.7/30	33.	AfterMASH	CBS	16.0/22	53.	20/20 (Thurs.)	ABC	11.7/19
14.	Barbara Walters Special	ABC	20.6/32	34.	Diff'rent Strokes	NBC	15.9/28	54.	Winter Olympics Tues. 8 p.m.	ABC	11.6/18
15.	Facts of Life	NBC	20.4/30	35.	One Day at a Time	CBS	15.5/22	55.	Emerald Point, N.A.S.	CBS	10.5/16
16.	Arthur	ABC	20.1/28	36.	Mike Hammer	CBS	15.2/27	56.	Yellow Rose	NBC	10.4/18
17.	Hill Street Blues	NBC	19.8/32	37.	Silver Spoons	NBC	14.9/24	57.	Berenstain Bears Special	NBC	9.8/15
18.	Winter Olympics Sun. 7 p.m.	ABC	19.3/29	38.	Newhart	CBS	14.9/21	58.	Chipmunk Valentine	NBC	8.3/13
19.	Winter Olympics Sat. 8 p.m.	ABC	18.8/31	39.	Bugs Bunny Special	CBS	14.8/22	59.	New Show	NBC	8.1/13
20.	Winter Olympics Sat. 8 p.m.	ABC	18.7/30	40.	Mississippi	CBS	14.7/21				