

for the new season.

Among the new series penciled in on ABC-TV are *Land of The Giants*, a science-fiction fantasy; *The Outcasts*, a western drama centering around two cowboys, one a Negro; *Mod Squad*, built around a special police squad in Los Angeles that deals with hippies; *That's Life*, a comedy; *Here Comes the Brides*, a comedy; *The Uglyest Girl in Town*, another comedy, and *Tales of the Unknown*, a science-fiction thriller.

The traditional leading suppliers of programming to the networks appear to be maintaining their positions. Twentieth Century Fox TV, with 10 programs and seven-and-a-half hours, and Universal TV, with eight series and seven-and-a-half hours, are the top program purveyors for 1968-69. Behind them are Screen Gems, with six series and four hours; Desilu with four programs and three-and-a-half hours, and Barris Productions with three programs for two hours.

## NBC-TV aims at the young

But it's careful not to exclude older viewers in introducing schedule

The NBC-TV line-up for 1968-69 represents the fruition of a five-year process in building shows with youth appeal, according to the executives who had the most to do with the formation of the network's fall schedule.

In an interview last week following formal announcement of the schedule, Don Durgin, president of the television network, and Mort Werner, vice president in charge of programs and talent, said that most of the shows on the schedule would emphasize an attraction to the young influentials (the "articulate, upper-income families from the more heavily populated areas of the country"). But, they said, NBC, while stressing appeal to the "over 18 and under 50" viewers, isn't precluding the older adults. "Our programming is aimed for balance, diversity, with strong leaders, such as *Bonanza* and the *Dean Martin Show* which appeal to all age groups."

They said NBC's schedule has relatively few half-hours, and will introduce only three new half-hour shows in prime time. These are *Julia*, which with Diahann Carroll in the lead is designed as a "comedy-drama" about a registered nurse and her young son; *The Ghost and Mrs. Muir*, a comedy based on the



Mr. Werner



Mr. Durgin

20th Century-Fox film and starring Hope Lange and Edward Mulhare, and *Adam-12*, described as a "Dragnet with wheels" in that the series concentrates on the experiences met on nightly patrols by a police squad car.

**In Demand** ■ The *Mrs. Muir* film screened to agencies is considered "the hottest pilot around," according to Mr. Werner. The NBC executives said that the *Mrs. Muir* half-hour had but one commercial position available at this date.

Of *Julia*, Mr. Durgin said, "when we first had an *I Spy* [in which Bill Cosby, a Negro, was the co-star], we had some difficulties with agencies, but with *Julia* [in which a Negro, Miss Carroll, plays the lead], advertising agencies are now literally running to clients with recommendations." He said NBC did not anticipate problems with station clearances, and both Mr. Durgin and Mr. Werner noted that even with *I Spy*, a pilot problem had more to do with difficulties with that series initially than did clearances.

Other highlights of the interview:

■ NBC-TV is off to an encouraging sales start for next season (see separate story.)

■ Somehow word was circulated that *Star Trek* might be off the schedule next season, "though that never was our intention" and meanwhile the network has had 115,000 letters from viewers, including two governors, several mayors and corporation executives, pleading for its return. (It'll be on the schedule, Monday, 7:30-8:30.)

■ Universal will continue to produce "World Premiere" motion pictures for showing in the three (Monday, Tuesday and Saturday) movie nights—"spread out about equally." Mr. Durgin said *The Name of the Game*, the 90-minute series on Friday at 8:30, could be considered a series of "minimovies" and has the biggest budget and resources ever committed to support such an endeavor. He said Universal would distribute the minifilms overseas as regular, 90-minute motion pictures.

The Bell Telephone specials will return next season, though probably in a new form and in fewer numbers, they said. In the current season, the AT&T specials alternated with news actualities on Friday, 10-11 p.m.

Also noted by Messrs. Durgin and

Werner: The new *Phyllis Diller Show*, which will be in the Sunday, 10-11 period, had been shown as a "sneak preview" in the Kraft Foods hour during the current season. Partly on the strength of that performance, Miss Diller was selected as the star of the new variety hour for next season.

Kraft next season will continue with its series but with an emphasis on comedy-variety, and musical-variety taking a secondary role. This series will have bigger production budgets.

*The High Chaparral* is to be moved from Sunday, 10-11, to Friday, 7:30-8:30, in a framework of having established an appeal to the young influentials and to family viewers. *I Dream of Jeannie* and *Get Smart* will move from Tuesday, 7:30-8, and Saturday, 8:30-9, respectively, to Saturday, 7:30-8 and 8:30-9 to counter CBS's strong opener that night in the *Jackie Gleason Show*.

*The Jerry Lewis Show* is moving from Tuesday, 8-9 p.m., to a half-hour earlier because, Mr. Durgin pointed out, Mr. Lewis realizes—and audience research bears this out—that "his strength is with young people." *Lewis* is expected to counter what NBC believes will be "heavy" male audiences of CBS's *Lancer* (western) and ABC's *Garrison's Gorillas*.

It was pointed out that the new Sunday, 7-7:30 series, *The New Adventures of Huck Finn*, in which producers Hanna-Barbera will combine live action and animation, is believed to be a natural lead-in to *Walt Disney* at 7:30-8:30. This series, they said, was an expensive show and as a concept was in development some two years.

## SNI slates NCAA final on 150-60 stations

Sports Network Inc., will televise the National Collegiate Athletic Association (NCAA) basketball playoffs this year for the sixth consecutive time.

Regional eliminations, starting March 9, will be broadcast on a regional basis. The semifinals, March 22, and championship game, March 23, both in Los Angeles, will be broadcast nationally, with the final match starting at 9:30 p.m. EST, on 150-160 stations.

Sponsorship of the championship match is sold out to 10 advertisers: Reynolds Tobacco (Dancer-Fitzgerald-Sample), Chrysler Corp. (Young & Rubicam), North American Rockwell (Marsteller), Sherwin-Williams (Griswold-Eshleman), Bell System (N.W. Ayer), General Mills (Knox Reeves), and General Tire (D'Arcy) on a national basis; Atlantic-Richfield (Hickson & Jorgenson) on the West Coast, and Homelite (Sutherland-Abbott) and Dodge (BBDO) to all regions except the West Coast.