

▪ *Rock Palace*—daily hour contemporary-music and dance show designed for viewers 13 to 30 and with guest artists appearing.

▪ *Everywomen's Village*—daily hour based on learning techniques used by an educational organization in the Los Angeles area with instructions offered on a wide range of subjects including travel, home decor, dancing, book reviews and the stock market.

▪ *The World of Skipper Frank*—daily hour show for children which would combine live-action and cartoons.

▪ *What's Cooking*—daily half-hour cooking show with an expert chef.

▪ *Foundations* — weekly half-hour non-sectarian discussion program about religion.

▪ *Perception*—weekly hour lecture program on such subjects as psychology, psychiatry, and philosophy.

▪ *Pittsburgh Fight of the Week*—weekly hour coverage of a professional boxing bout from Pittsburgh staged specifically for CATV subscribers.

A 31-minute video-tape presentation film of this programing material was shown at National Telesystems demonstrations in both New York and Los Angeles. Dick Clark, president of Dick Clark Enterprises, in introducing the presentation tape, pointed out that this is the first original material produced exclusively for use on CATV and that it is meant to appeal to small groups of people instead of a mass audience. He said that it was probably the only combination hardware-software package currently on the market. Selection of the programing, he reported, was based on an extensive survey commissioned by Dick Clark Enterprises and IVC to determine the specific interests of CATV subscribers. The survey was conducted by Media Research Associates, Los Angeles, which is headed by Richard (Rex) Sparger (who in 1966, as a congressional investigator, made serious charges about the validity of broadcast ratings).

National Telesystems was formed earlier this year (BROADCASTING, Feb. 9). International Video Corp., an equal partner in the new company, is a major broadcast equipment-maker turning out essentially low-cost color-TV cameras and color and black-and-white video-tape recorders for the broadcast television, cable TV, and closed-circuit TV industries. The IVC-800-PB unit included in the package being offered to cable-TV operators is designed for local or remote playback and is dial accessible. The monochrome version sells for \$3,000 and the color version for \$3,300.

Dick Clark Enterprises, the other partner in National Telesystems, has been producing television programs

for some 18 years. Currently, through Dick Clark Productions, the company is producing a new half-hour weekly musical variety series, *Get It Together*, for ABC-TV on Saturday mornings; has just produced *Dick Clark's Music Bag*, the first of what is hoped-to-be a series of six hour comedy-musical specials for Metromedia Television; and since 1957 has been producing *American Bandstand* for ABC-TV. The company also has two hour specials for possible network presentation in the works—*The Years of Rock* and *Together at Big Sur*. Dick Clark Enterprises, described as a "small conglomerate," owns and operates three radio stations: KPRO(AM) Riverside and KGUD-AM-FM Santa Barbara, both California.

Officers of National Telesystems will be announced on March 15. Most of the new company's executives and personnel will come from both Dick Clark Enterprises and International Video Corp. Offices will be at a television studio in the Hollywood area that is now being sought. Indications are that an established studio will be acquired and as much as \$500,000 will be invested in making the facility capable of turning out 20 hours of programing weekly.

According to Mr. Clark, National Telesystems hopes to eventually produce 40 hours of weekly programing for the CATV industry. Projected cable-TV programs are expected to have as subject matter college wrestling and boxing, hunting and fishing action, legal information, consumer protection, pet care, advice about children, and lessons about how to play sports and games.

IVC also is offering cable-TV operators complete CATV equipment packages designed for color originations.

New syndication firm goes under Taft banner

Rhodes Productions has been formed as a television-program syndication arm of Taft Broadcasting Co., Cincinnati group owner. Jack E. Rhodes is to be president of the new firm, to be headquartered at 240 East 55th Street, New York.

Mr. Rhodes was formerly with Group W Productions as vice president and general manager, and will bring members of former sales force there to Rhodes Productions. They include John Davidson, eastern division manager; Christopher Remington, central division manager; and Will Tomlinson, western division manager.

Taft, whose holdings also include Hanna-Barbera Productions, is presently acquiring programing properties in conjunction with Rhodes.

Equal-time filing limit endorsed

Broadcasters say FCC revision would permit more orderly scheduling

A proposed revision in the FCC's "seven-day rule" affecting political broadcasting has the support of major broadcasting groups.

In comments filed last week, ABC, CBS, NBC, the National Association of Broadcasters and the National Association of Educational Broadcasters agreed that the proposed changes in Section 315 (equal-opportunity provision) of the Communications Act (BROADCASTING, Jan. 12) would facilitate the orderly planning of political programing by station management.

Under the proposed rule, eligible candidates would have to request air time within one week from the day the first eligible candidate appears on the air. Late-starting candidates would be required to ask for equal opportunity one week from the day they officially enter a race.

The present rule requires candidates only to submit requests for air time within seven days of "prior use" by any candidate of a station's facilities, thus permitting an equal-time petitioner to group or better time his broadcasts. The commission said its proposed revision was designed to place the candidate's 315 rights in a "reasonable time frame within reference to the date upon which his rights first arose."

ABC and CBS each added a caveat to its general support of the proposed revision. ABC said licensees should be allowed (but not required) to honor a belated request for air time, such as one from an ill or out-of-town candidate, without being vulnerable to additional demands from previous candidates.

CBS said it did not support the portion of the rule affecting late-starting candidates.

The network said it felt that in all cases the seven-day rule should be construed to commence at the time of the "first prior use" and that all candidates should be treated in the same manner.

NBC said it believed the proposed revision "would accomplish the desirable results in multicandidate races. . . . There is no sound reason for a third candidate's rights to be enlarged merely because another opponent of the candidate first using the facility has