

CBS-TV leads ratings war

CBS-TV edged ABC-TV by one-half rating point for first place in 7:30-11 p.m. ratings for week ended Sept. 27—first week that all three networks were showing 1970-71 schedules—in Nielsen 70-market multi-network area (MNA) ratings out Friday (Oct. 2). CBS had average 18.9 rating, ABC 18.4, NBC 16.8.

Seven new programs appeared in top 40: *Flip Wilson* (NBC) was 14th; *Partridge Family* (ABC), 18th; *Mary Tyler Moore Show* (CBS), 26th; *Make Room for Granddaddy* (ABC), tied for 27th; *Arnie* (CBS) 35th; *Men From Shiloh* (NBC), tied for 37th and *Red Skelton* (NBC) tied for 40th.

ABC, whose new programs were making their first appearance that week, had six of top 10, nine of top 20; CBS, three of top 10, seven of top 20; NBC, one of top 10, four of top 20.

ABC's Monday-night pro football did not appear in top 40 but network sources said part of that failure was attributable to fact that MNA's rate time periods, not programs, and pro football starts on West Coast 90 minutes before prime time begins.

In average ratings, CBS won Monday, Thursday and Friday nights; ABC Tuesday, Wednesday and Sunday; NBC Saturday.

Following are top-40 rankings from MNA report:

(1) *Marcus Welby* (ABC); (2) *CBS Thurs. Movie* (CBS); (3) *Movie of Week* (ABC); (4) *F.B.I.* (ABC); (5) *Here's Lucy* (CBS); (6) *ABC Sunday Movie* (ABC); (7) *Room 222* (ABC); (8) *Johnny Cash* (ABC); (9) *Medical Center* (CBS); (10) *Bonanza* (NBC); (11) *NBC Sat. Movie* (NBC); (12) *Carol Burnett* (CBS), *Laugh-In* (NBC);

(14) *Flip Wilson* (NBC); (15) *Maryberry R.F.D.* (CBS); (16) *Doris Day* (CBS); (17) *That Girl* (ABC); (18) *Partridge Family* (ABC); (19) *Gunslinger* (CBS); (20) *Bewitched* (ABC), *Mannix* (CBS), *Ed Sullivan* (CBS);

(23) *Glen Campbell* (CBS), *Hawaii Five-O* (CBS); (25) *CBS Friday Movie* (CBS); (26) *Mary Tyler Moore* (CBS); (27) *Mod Squad* (ABC), *Make Room for Granddaddy* (ABC), *Ironside* (NBC); (30) *NBC Monday Movie* (NBC);

(31) *My Three Sons* (CBS); (32) *Love American Style* (ABC); (33) *Bold Ones* (NBC); (34) *Adam-12* (NBC); (35) *Arnie* (CBS); (36) *Mission Impossible* (CBS); (37) *Men from Shiloh* (NBC), *To Rome with Love* (CBS), *Jim Nabors* (CBS); (40) *Hee Haw* (CBS), *Red Skelton* (NBC).

	ABC	CBS	NBC
Top 10	6	3	1
Top 20	9	7	4
Top 30	11	13	6
Top 40	12	*19	*10

*Ties

The IDC problem

CBS-TV New York officials Friday (Oct. 2) postponed until this week policy decision as to how they will proceed in handling optical coded commercials of International Digisonics Corp. for automatic monitoring service despite fact IDC is underwriting transfer of all coded film spots to video tape to avoid any alignment and tolerance problems in film.

IDC's executive vice president, Glenn DeKraker, admitted Friday firm also has volunteered to pay costs of tape transfers for ABC-TV and NBC-TV as well. After meeting with CBS mid-week, Mr. DeKraker had claimed difficulties were

not as extensive as reported earlier (story page 21).

Even with all coded commercials on tape, CBS-TV sources indicated, new problems arise with just too much tape and hence some future cutoff date may have to be determined. CBS-TV meanwhile continues to air coded commercials pending legal and technical explorations.

WTIC-TV Hartford, Conn., reported Friday it still is not airing IDC coded spots and will not do so until waiver of FCC rules is obtained. WTIC-TV said most of small number of coded spots received there so far have been out of tolerance and it has transferred to tape at its own expense. Advertisers are co-operating in make-goods for rejected film spots, WTIC-TV said.

Mansur gets approval

Senate late last week confirmed nomination of George F. Mansur Jr., President's choice for deputy director of new Office of Telecommunications Policy.

Senate approval followed 10-minute Commerce Committee hearing on Mansur nomination held earlier in week.

Routine hearing did produce one noteworthy item: Senator John O. Pastore (D-R.I.) asked Mr. Mansur to submit to committee at early date more detailed outline of manner in which OTP plans to implement executive order that established office. Senator also asked for more specific information on areas OTP intends to cover.

United Church again

Office of Communication of United Church of Christ announced Friday (Oct. 2) that it and Black Broadcasting Coalition of Youngstown, Ohio, had

A bit of free advice

Two legal interns who worked in FCC Commissioner Robert E. Lee's office all summer have submitted reports suggesting that commission pull in its horns in its approach to two matters of concern—one of particular concern to Commissioner Lee.

Jack L. Clifford, third-year student at Georgetown University law school, said there is no evidence to warrant adoption of commission proposal to ban newspaper ownership of broadcast stations.

He said more desirable and effective way of establishing marketplace of ideas would be to implement public's "right of

access to the communications media," as, he added, Supreme Court did in Red Lion decision on commission's fairness doctrine.

David H. Mamaux, second-year student at Georgetown law school, did paper designed to provide policy guidance on what commission should do about broadcast of drug-oriented and/or indecent songs—matter that has long troubled Commissioner Lee. His conclusion: There is no research to suggest that songs under study cause antisocial behavior, and FCC would be on risky legal ground in banning such music.

Mr. Mamaux said "best action" for Commissioner Lee in connection with

drug-oriented lyrics is to encourage formation of Industrial Advisory Board, composed of representatives of broadcast industry and record producers and FCC member, that would seek to promote "real, effective self-regulation" in broadcasting.

Mr. Mamaux found indecent lyric problem harder to handle, said "both the commissioner and the FCC would be well advised to avoid what is legal and social can of worms."

Commissioner Lee said he "kind of" likes reports, but doesn't "endorse or reject any part of them." He noted that interns were not under instructions from him in developing their papers.

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