



**Post-Newsweek's Ray Hubbard**  
Troubled by FCC question on under-12's.

shows, Mr. Woollen said the Metromedia stations are very satisfied with Merv Griffin's five-day-a-week talk-variety program (8:30-10 p.m.) and the nightly newscasts at 10.

Counterprogramming is the key word among the executives of independent stations in markets like New York, Los Angeles, Chicago and San Francisco. The strategy of Jack Jacobson, WGN-TV Chicago vice president and program manager, is to strip off-network situation comedies like *Hogan's Heroes*, *Bewitched*, *The Andy Griffith Show* and *The Dick Van Dyke Show* between 5 and 7 p.m., to plunge heavily into local sports (e.g., 148 Chicago Cubs games), and to meet the network-owned stations' heaviest competition with feature films. In the last-named instance, Mr. Jacobson boasted that WGN-TV's 10:30 p.m. movie every night as often as not beats out the CBS network's late movie, which also begins at 10:30 in Chicago. And when ABC-owned WLS-TV Chicago dropped its morning movie for the ABC network's *AM America*, WGN-TV instituted its own movie in that time slot. Mr. Jacobson said that his morning movie regularly comes out ahead of *AM America*. He also said he's looking forward to discussing at the NATPE "the resurgence of national-spot placements in local markets." One of the reasons for this phenomenon, he added, "is the diversification of ad agencies—they're opening offices in more and more cities around the country."

Jerry Birdwell, the director of program administration for KTLA-TV Los Angeles, basically regards the NATPE as "a showcase for new programming—I'll be spending most of my time looking at the product that's up for sale." But probably not doing a great deal of buying because, as he put it, "most of what's being offered by syndicators is simply too expensive. The asking price for *Hawaii Five-O* is \$20,000 per episode, and that's way out of my ballpark."

The result of this hesitation to shell out multimillions for off-network series is that KTLA-TV is stripping two locally produced shows in that lucrative 7 to 8 p.m. time slot Monday through Friday. *Bowling for Dollars*, the 7 o'clock show, gets solid double-digit ratings, according to Mr. Birdwell, because it's good counterprogramming against network news at

that time. The 7:30 show, *Help Thy Neighbor*, gives four or five people the chance each half hour to explain their problems or needs and then respond to solutions phoned in by viewers.

Another show the station developed, the Ralph Andrews-produced game show, *Liars' Club* (Saturday, 7:30-8 p.m.), has generated a big enough local audience to interest 20th Century-Fox in syndicating it nationally, Mr. Birdwell said adding that one of the networks is even looking at it for a possible berth on its daytime schedule. KTLA-TV is also big on sports, he continued, with major commitments to the basketball Lakers, the hockey Kings, the baseball Angels and to USC and UCLA for their basketball games. Syndicated products that work best for the station, Mr. Birdwell concluded, are the off-network reruns of *Big Valley* and *Bonanza*, which are stripped Monday through Friday from 5 to 7 p.m.

WPIX-TV New York's best numbers are harvested by the durable *Star Trek*, which "gives us double-digit ratings every Saturday and Sunday evening, and that's mostly adults," in the words of Frank Tupti, the station's vice president for marketing and planning. In terms of new product, WPIX-TV may bypass *Hawaii Five-O* not only because of the \$5 million cost but also because the show may be too violent for early-fringe time, Mr. Tupti said. "So we've bought *Emergency* from MCA, which in my opinion won't give us any problem from the violence angle," he continued, adding that the station is just beginning to experiment with 11 p.m., Monday-Friday scheduling of *The FBI*, an action that is conventionally played in early fringe time.



**WGN's Jack Jacobson**  
Independents counterpunch.

One UHF station that is making its presence felt is Kaiser-owned KVBK-TV San Francisco, according to C. D. Zimmerman, the program manager, "We have very modest expectations because it's tough attracting audience awareness to a UHF independent," he said. But in the next breath he added, "We're the number-one kid station in the market in late afternoon with our stripping of *The Flintstones*, *The Little Rascals*, *The New Zoo Review* and *The Three Stooges*." He also said that the station is "doing better than it ever did before" in the 8:30-10 p.m. time period Monday through Friday with *The Dinah Shore Show*. He admitted that KVBK-TV is forced by economics into doing multiple-stripping of old war horses like *Hogan's Heroes* and Groucho Marx's *You Bet Your Life*, but he added that the station has just paid through both nostrils for the off-network reruns of *Adam-12* and *The Brady Bunch*.

## Who's selling what at the NATPE

Following are capsule listings of program producers and distributors exhibiting their wares at the Hyatt Regency hotel, Atlanta, this week as part of the National Association of Television Program Executives' annual conference. Each capsule lists the firm, its headquarters, programs available (number of titles or segments) and personnel attending.

### Advertising Agency Associates

P.O. Box 47, Chestnut Hill, Mass. 02167.

Journey to Adventure (26), Mr. Chips (26), Bill Hoffman Ski Show (13), Mac Davis Special (1). **Personnel:** Allan Hackel, Jack Thayer.

### Alan Enterprises Inc.

17366 Sunset Boulevard, Pacific Palisades, Calif. 90272.

Janus Star Package (39), The Janus Mystery Shelf (43), Movie Jamboree (39), Walter Reade Contemporary Cinema (24 first run feature films), Walter Reade Cinema Classics (39), Walter Reade Fine Arts Cinema (29), Walter Reade Favorite Features (146), Laurel & Hardy Films (10 or 52), Abbott & Costello (52), War and Peace (4), Speed Racer (52), Felix The Cat (260), The Mighty Hercules (130). **Personnel:** Alan L. Gleitsman, Meg Christianson.

### Alcare Communications

130 West Lancaster Avenue, Wayne, Pa. 19087.

One Moment Please With Mort Crim (260),

syndicated features. **Personnel:** Jordan Schwartz, Frank Beasley.

### All American Network

Box 119, Topeka, Kan. 66601.

Kansas Futurity, Rainbow Futurity, All American Futurity (live telecasts of horse races). **Personnel:** Jerry Holley, Bill Duckworth.

### Allied Artists Television

15 Columbus Circle, New York 10023.

The Unknown (39), The Evil Touch (26), Choppy and the Princess (26), various feature films and documentaries. **Personnel:** Andrew P. Jaeger, Joseph Zaleski, Dean McCarthy, Brian O'Daly, Leo M. Brody, Ralene Levy, Virginia Garrison.

### Alphaventure

717 Fifth Avenue, New York 10022.

Producers of Big Blue Marble (children's series), multimedia audio-visual kits.

### American International Television

9033 Wilshire Boulevard, Beverly Hills, Calif. 90211.

You Asked For It (52), The Avengers (57),