

lawsuit has no legal foundation and that it is nothing more than another harassing tactic on the part of Channel 20 against station WTTG." He noted that WTTG's fall schedule has already been set and selling of it has begun.

## Paramount hits are released to TV networks

**NBC buys both 'Godfathers' for \$15-million one-shot**

Paramount Pictures Corp. sold off an estimated \$76 million worth of theatrical-movie titles last week: \$32 million to CBS-TV, for a package that includes "Chinatown," "Death Wish" and "Paper Moon"; \$29 million, to ABC-TV, for another package, featuring such titles as "Serpico," "Murder on the Orient Express," "The Great Gatsby" and "Catch-22"; and \$15 million to NBC-TV, for one showing of "The Godfather" and "The Godfather, Part II," with interpolated outtakes from the originals that could extend that one-shot telecast to a total of 11 hours.

Other titles in the CBS package are: "Save the Tiger" (Jack Lemmon), "The Parallax View" (Warren Beatty) and "Don't Look Now" (Julie Christie and Donald Sutherland).

Other ABC titles are: "Lady Sings the Blues" (Diana Ross), "The Longest Yard" (Burt Reynolds), "Romeo and Juliet" (the Franco Zeffirelli version) and "The Apprenticeship of Duddy Kravitz" (Richard Dreyfuss).

Industry sources said that these films would be telecast over the next three or four seasons.

NBC-TV's president, Robert T. Howard, said "The Godfather"'s nine to 11 hours would be aired "as early as the fall of 1976," probably on four separate nights. NBC could almost guarantee itself a sweep-period victory in November 1976, industry sources said, by scheduling "The Godfather" and "Gone With the Wind" (to which the network also owns the rights, the result of a \$5 million deal with MGM last year for one showing of the movie) to play within those four weeks.

When "The Godfather" first ran on NBC in a four-hour version (before "The Godfather, Part II" was released theatrically), it achieved a 37.0 Nielsen rating on Nov. 16, 1974 (9-11 p.m., NYT) and a 39.4 rating on Nov. 18, 1974 (also 9-11 p.m.), the combined 38.2 rating and 59 share making it the fourth highest-rated movie in the history of network television (behind "Airport," "Love Story" and "The Poseidon Adventure," all of which ran on ABC).

Mr. Howard said that "NBC will not lose money on the deal," despite the record \$15 million payment for one showing of a movie. (Sources at Paramount disclosed this figure; Mr. Howard refused to

comment on it.) Conceivably, if NBC set a rate-card price of \$250,000 a minute for the seven network minutes an hour it's entitled to, and the actual "Godfather" telecast runs, say, 10 hours, it would gross \$17,500,000. But NBC would have to deduct from this gross figure items like agency commissions, affiliate compensation, line charges and advertising and promotional budgets.

On another matter, Mr. Howard said that the marathon TV version of "The Godfather" will be different from the two theatrical movies in that Francis Ford Coppola, the director of both films, is planning to restructure all the material to run chronologically. The extensive use of long flashbacks, which threaded "The Godfather, Part II," will thus be eliminated.

In addition, Mr. Coppola said the TV version would include "a vast library of scenes proposed for Part One and Part Two which were never seen by theater audiences."

## WFL opening line-up lacks national TV

The World Football League starts its second season on July 26 with no immediate prospect of any national TV coverage of its games.

"The sponsor interest just isn't there," said Alan Lubell, the executive vice president of the TVS Television Network, which transmitted a weekly Thursday night WFL package to more than 100 stations last year.

TVS and the Hughes Television Network each offered to carry WFL games on an ad-hoc network this year, a league spokesman said, "but only if we were willing to take all the risks and underwrite the production costs ourselves." With such a clear-cut lack of sponsor interest, the spokesman added, the league couldn't justify shouldering all the production expenses.

But Mr. Lubell says he's not completely pessimistic about possible TVS networking of a WFL game or two later in the year. "If the league has a reasonably solid first two months," he said, sponsors would probably begin to make inquiries. The league's playoff and championship games, Mr. Lubell concluded, could then be turned into a very salable package,

## Free from the C of C

The U.S. Chamber of Commerce, in connection with the Bicentennial, is distributing a series of one-minute public service announcements, *Great Men and Great Moments of American Business*. Twenty-five to 50 separate stories are expected to be produced, based on stories of business achievement published in the chamber's *Nation's Business*. Programs will be in radio and TV versions. The series has been recognized by the American Revolution Bicentennial Commission.

## MDS power hike to enhance HBO service around Philadelphia

**However, FCC in making grant expresses continuing concern about block time sales on distributor**

The FCC has given a boost to pay-cable operations in the Philadelphia area without even touching a proposal by a pay-cable entrepreneur. It did it by approving an increase in power for a multipoint distribution service operation in Philadelphia, Micro-TV Inc.

MDS stations, which transmit on microwave frequencies, usually in an omnidirectional pattern, to multiple receiving facilities, once were regarded by cable systems as potential competitors. Increasingly, however, MDS facilities, which operate as common carriers, have been used in cable television operations.

And that is the case with Micro-TV Inc. It now transmits Home Box Office programming to four pay-cable operations in and around Philadelphia. With the increase in power the commission authorized, from 10 w to 100 w, the MDS facility will serve eight more operations, "relatively soon," according to an HBO representative. The total area includes Wilmington, Del., southern New Jersey, including points on the coast, and northern Maryland.

Micro-TV, in requesting the higher power, said 10 w enables it to provide a good picture within a seven-mile radius, with customers employing two-foot-diameter receiving antennas. With 100 w, it said, it could transmit a good picture to two-foot antennas out to a distance of 20 miles.

The carrier said that, at present, customers beyond seven miles are obliged to use antennas up to eight feet in diameter. Thus, it said, the proposed modification would benefit its customers by permitting subscriber savings in antenna costs.

The commission accepted those arguments. But it conditioned its approval of the power increase on several technical requirements designed to guard against potential interference with co-channel operations in Wilmington and Trenton. The commission will also apply conditions, "as appropriate," to any future licensees in those cities.

Micro-TV has filed applications for MDS stations in Wilmington and Trenton, but has agreed to dismiss them in return for the power increase for the Philadelphia station, to make the channels available for local service.

The commission sought to make it clear that its approval of the power increase was not to be read as a signal it was not as con-