

Program Briefs

Proud 'Mary,' It's go for *Mary Hartman, Mary Hartman*, Norman Lear's new, adult soap opera (BROADCASTING, Sept. 15). Mr. Lear's TAT Productions is entering a joint venture with Rhodes Productions, a subsidiary of Filmways, for syndication of the five-days-a-week strip. TAT officials say that 47 stations have signed to carry the program, with 130 episodes promised. First air date could be as early as Jan. 5, 1976.

challenge the continued enforcement" of the rule.

"We have been forced to the point of a lawsuit because it is our opinion there is no other satisfactory method of ridding the television industry of this censorship rule. If, however, you believe other avenues exist for resolving our concern, we are prepared to meet with you before filing the lawsuit."

Mr. Wood's response said that, first, the family-viewing rule was incorporated in the National Association of Broadcasters code and "accordingly it is not really a matter for unilateral negotiation." Beyond that, he said, "CBS strongly endorses the family-viewing provisions of the code because we believe they are unarguably in the public interest.

"Third," he continued, "the writers, producers, directors and others who create programming for the CBS television network are among the most talented available anywhere in the world. We do not concede for a minute that their creative achievements are diminished by the reasonable family-viewing guidelines."

Davis's message to radio: hang loose

"Don't overcomputerize. Don't oversterilize so that all the highs are taken out." Experiment. That was the message given radio broadcasters by Clive Davis, president of Arista Records, who addressed the Hollywood Radio and Television Society last week.

Broadcasters, he said, must allow for wider and wider creativity. "There's a growing sophistication in pop music," he said.

Mr. Davis, who at one time was president of Columbia Records, asked: "How about taking us out of the basement ... letting us in at the front door?" The movie and TV industries don't understand the music industry, which operates at the level of \$3 billion annually in sales, he said. Broadway show tunes and top 40 are on the way out, he added, noting that where these record sales used to be 300,000 units, they have slumped to 50,000-75,000. The new music sells one million and more records, he noted.

At one point, Mr. Davis complimented FM broadcasters, who accept the five- or 10-minute cut, instead of insisting on the traditional three-minute singles.

Stop the pirates. Joint effort to develop, produce and market device to prevent illegal reproduction of motion pictures and other video recordings is being undertaken by Goldmark Communications Corp., Stamford, Conn.; Byron Motion Pictures Inc., Washington, and Teletronics International, New York. Blair Benson, engineering vice president of Goldmark firm, announced three-way venture at meeting of New York Section of Society of Motion Picture and Television Engineers on tape and film piracy, which produces losses estimated in millions of dollars annually.

Saturday shuffle. Rearrangement in NBC's schedule finds *The Jetsons*, produced by Hanna-Barbera Productions for Screen Gems, Hollywood, back on air starting Oct. 25, 12-12:30 p.m., bumping *Josie and the Pussycats* to 8:30-9 a.m., replacing *Sigmund and the Sea Monsters*.

Bay area rep. Gray-Schwartz Enterprises, Beverly Hills, Calif., TV program syndicator, has appointed Telefilm Sales, San Francisco, to represent GSE in Western states, including Alaska and Hawaii. GSE TV programs include *Lone Ranger*, *Jeff's Collie* and *Timmy & Lassie*, as well as feature films, newsreel and sports.

Getting ready. *Playmates-Schoolmates* is title of Group W's new informational children's series, which all five Group W TV stations will begin airing in January (BROADCASTING, June 30). Group W Productions will syndicate series, which is being produced at affiliated WBZ-TV Boston. Series, which runs 30 minutes, five-days-per-week, is aimed at preschoolers and their parents. Staff members of The Gesell Institute of Child Development, children's behavior think tank in New Haven, will "assist in the initial production phase."

Still trekking. Six more stations have joined Paramount Television Sales' list of *Star Trek* subscribers, bringing total to 150. New for 79 hour-long episodes are WCWB-TV Macon, Ga.; KCOY-TV Santa Barbara, Calif.; WTAP-TV Parkersburg, W.Va.; KOAA-TV Colorado Springs, Colo.; WKJG-



Meeting of the minds. Agreement for Mutual Broadcasting System to carry the five-times-weekly, five-minute commentaries of former California Governor Ronald Reagan (BROADCASTING, Oct. 13) was reached at this meeting in San Francisco between the star and C. Edward Little (r), president of the radio network. The Reagan series, *Viewpoint*, will be made available to all MBS affiliates twice daily (8:40 a.m., 3:05 p.m.) starting today (Oct. 20); those that take it, on a talent fee basis, will have one 60-second and one 30-second spot for local sale. Should Mr. Reagan become a candidate for the Republican presidential nomination, as many suspect he will, the show will continue with a rotation of substitute commentators drawn from among Julie Nixon Eisenhower, John Connally, John Wayne, William Buckley, Art Linkletter, Efrem Zimbalist Jr., Jack Webb and Maurine Reagan (a daughter). O'Connor Creative Services will continue to syndicate the series to over 300 stations but will not add to its station list; all sales after Oct. 6 are in Mutual's territory.

TV Fort Wayne, Ind., and WGHP-TV Winston-Salem, N.C.

New game. Metromedia Producers Corp. has acquired syndication rights to new half-hour game show. *The Cross Wits*, developed by Ralph Edwards Productions. Show and its five-per-week series on tape, will be available for January 1976 release. Metromedia has acquired show for its owned stations.

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