

defined—that is, in terms of production studios, electronic news gathering facilities or something else.

Another option officials expect to be included in the notice would carry the local "presence" a step further and require a station in New York and another in Philadelphia to treat New Jersey as their primary service areas.

The commission staff had suggested a New York and Philadelphia "presence" in New Jersey but without fully defining the term. Another staff idea expected to be explored is a requirement that the New York and Philadelphia stations file special reports on the news and public affairs programming they aim at New Jersey residents.

The commission also wants to consider the extent to which noncommercial WNET(TV) (ch. 13), which operates on a commercial channel allocated to Newark but which the commission permitted to move to New York in 1961, should serve New Jersey. The station's renewal application is now the subject of several petitions to deny—one filed by the New Jersey coalition—that allege WNET is not fulfilling the pledges it made at the time of the move to continue serving New Jersey.

Another option on which the commission will ask comment is hyphenation—changing some or all of the New York and Philadelphia assignments to assignments hyphenated with a city in New Jersey (New York-Newark, for instance).

The commission has directed the staff to prepare a draft of a report and order (disposing of the drop-in and reallocation proposals) and further notice within two weeks. And it said it intended to deal with the matter expeditiously.

HBO begins to roll its own entertainment for pay cable

Time-Life unit schedules 12 comedians for hour specials, taped before live audiences; no constraints to be placed on material; company reaches new agreement with Columbia

Home Box Office moved on two fronts last week to replenish its pay TV programming arsenal, revealing details of a series of 12 one-hour entertainment specials that HBO itself will produce and announcing an understanding governing the licensing of feature films from Columbia Pictures.

HBO's series of 12 one-hour entertainment programs marks the first time a pay television firm will produce and finance its own major specials for its subscribers. The total budget for the package is about \$600,000.

The series, titled *On Location*, is to provide uncensored exposure for comedians, "the group of performers most often con-

In Brief

■ Not one thing but number of little things contributed to last year's **mystifying drop in TV network ratings**, A.C. Nielsen Co. told networks Friday (March 5), tending to confirm long-standing speculation (BROADCASTING, Dec. 9, 1975, *et seq.*). Nielsen said 1975 sample had fewer households with children (which tend to watch more) and that this could have been among factors. If 1975 sample and procedures had exactly duplicated 1974's, Nielsen said, "one might argue that ... any decline in 1975 probably would have been insignificant, at least in prime time." At least some network sources said that, although satisfied with explanation as far as it went, they now wanted to see how changes may also have affected individual programs and shares, audience composition data and Nielsen's local metered services in New York, Los Angeles and Chicago. ■ ABC, CBS and RCA will include in proxy materials for annual shareholders meetings resolution urged on them by **Accuracy in Media**. It recommends that companies' TV networks appoint **ombudsman or in-house critic** for news departments. AIM resolution charging bias in defense news reporting was voted down overwhelmingly by CBS stockholders last year. Similar ombudsman proposal was supported by 5.1% of RCA stockholders last year. ■ Mobil Oil Corp. took full-page ad in *New York Times* Friday to protest that five-part series on gasoline prices on NBC-owned WNBC-TV New York newscasts in preceding week had been "**inaccurate, unfair and a disservice to the people.**" Ad answered 17 "hatchet jobs" it said occurred—and also said Mobil had offered to buy 30 minutes of air time to present its side "without any editing." Mobil spokesman said no decision had been reached on filing fairness doctrine complaint. In response, WNBC-TV noted Mobil had been invited to participate in series, but had declined. ■ House Speaker **Carl Albert** (D-Okla.) has withdrawn objection to resolution to permit live broadcasting of House floor proceedings (BROADCASTING, March 1). Man to watch now, insiders say, is Majority Leader **Thomas P. O'Neill** (D-Mass.), said to be "absolutely" opposed to proposal. Full Rules Committee takes up resolution Wednesday, and fireworks are expected. ■ **Associated Press Radio** will be delivered to West Coast points via satellite within weeks, Roy Steinfort, AP's assistant general manager for broadcasting, announced Friday. He said news-service-in-sound would use program channel to transmit direct from Washington, D.C., headquarters to Los Angeles, and that West Coast transmission would be demonstrated via special satellite drop in Chicago during National Association of Broadcasters convention later this month. ■ **Paul Klein**, audience expert who left NBC-TV to form independent pay television company several years ago, returns to network as vice president, network marketing and planning ("Closed Circuit," March 1; story page 37). ■ In **cable-related actions**, FCC last week: (1) rejected petitions for reconsideration of its TV-cable crossownership rule requiring breakup by Aug. 10, 1977, of situations in which cable system is co-owned with station providing community with its only city-grade signal; (2) decided against appealing decision that FCC lacked authority to pre-empt jurisdiction of state common-carrier regulation on use of two-way, point-to-point nonvideo communications. This week, FCC is expected to initiate inquiry into local regulation of cable subscriber rates. Notice will stress, however, that FCC has no intention of involving itself in such regulation. ■ Syndicator Sandy Frank has enlisted two agency recruits in renewed attempt to have FCC **ban multiple exposure** of series episodes in prime-time access periods (BROADCASTING, Feb. 16). Young & Rubicam and Grey Advertising, both with own syndication units, signed petition backing idea after Frank presentation at New York meeting Thursday. Similar meeting is scheduled for Beverly-Wilshire hotel in Hollywood this Thursday (March 11).



Klein

■ **Christopher P. Desmond**, VP-general manager of CBS-owned KMOX-TV St. Louis, succeeds W. Russell Barry as VP-general manager of company's KNXT(TV) Los Angeles. **John McKay**, VP-marketing, CBS TV Stations Division, will succeed Mr. Desmond. ■ **James O. Gilbert** will give up newly acquired presidency of Telcom Associates to return to broadcasting business. He had headed Television News Inc., before that was ABC executive and station manager. ■ Veteran broadcast and agency executive **Frank White**, 76, is seriously ill in Loudon hospital, Leesburg, Va. Mr. White is former president of both NBC and Mutual, before that was president of CBS's Columbia Records, later became board chairman of McCann-Erickson.