

Hairbreadth Hartke

Senator Vance Hartke (D-Ind.), next in line for chairmanship of Communications Subcommittee, will have "run of his life," Indians say, in race for fourth Senate term this fall against former Indianapolis Mayor Richard Lugar. Signs look bad for Mr. Hartke: Three-week-old Republican poll shows him as much as 12 percentage points behind Mr. Lugar. Farm magazine in Indiana will release poll this week showing Mr. Hartke behind two-to-one in farm community. Mr. Hartke ran dangerously close primary race against congressman challenger who had no statewide recognition at start. Mr. Hartke is pressing Mr. Lugar for televised debates, and Mr. Lugar is stiff-arming him; that's reversal of traditional roles for incumbent and challenger.

All of this might be alarming to Hartke people if it weren't so familiar. They acknowledge that it's "characteristic" of Mr. Hartke to start from behind, and even his detractors have healthy respect for his prowess as campaigner. "He's uncanny," said one Indiana newsman. "He's a genius at working American Legion picnics and union gatherings," said another. "This election's gonna be a honey," said a third.

Heat's off

Flurry of talks among multimedia owners exploring ways to disperse newspaper-broadcast holdings has subsided, brokers say. Talk was generated when Justice Department's Antitrust Division began filing petitions to deny license renewals to stations it considered parts of local media concentrations. Some publishers began scouting possibilities of trading off television stations co-located with newspapers for stations of at least equal value in other cities.

Word now, however, is that such interest is dying down for at least two reasons: It's difficult for multimedia owners to trade up—selling co-located station, buying better one—in what remains seller's market. There's less fear of government divestiture action since FCC denied Justice petition filed against Stauffer Publications' WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

The whip

FCC Chairman Richard E. Wiley is closing in on last objective in his war on administrative delay. He has imposed 120-day deadline on Broadcast Bureau to deal with rulemaking—to propose either issuance of notice or dismissal—though extension will be given for good cause. (Commission last month acted on petition

two-and-a-half years old.) Earlier, commission adopted rules to speed up adjudicatory process, and three-month calendars chairman issues act as deadline-setting mechanism for commission and staff.

Chairman notes with pride that of items scheduled for action in last seven months, only three have had to be postponed until fall: definition of cable system, standards to be used in determining whether distant but viewable signal should be blacked out to protect local station and—big ticket item—VHF drop-ins.

Vulnerables

ABC-TV's *Captain and Tennille* (Monday, 8-9 p.m., NYT), CBS-TV's *Spencer's Pilots* (Friday, 8-9 p.m.) and NBC-TV's *Baa Baa Black Sheep* (Tuesday, 8-9 p.m.) look to have biggest clearance problems in fall schedules that kick off next month, according to network-affiliate sources. If enough affiliates reject these series, they could end up with too little audience base to get anything but marginal ratings in three-network cutthroat competition.

Last September, ABC's *Barbary Coast*, CBS's *Three for the Road* and NBC's *The Montefuscos* and *Fay* were handicapped right from start (and were canceled early) when pre-empted by affiliates that either had their own locally produced hours to put in prime time or had expensive syndication properties such as ITC's *Space 1999* that needed prime-time airing to recoup price.

Half-million mark

Home Box Office computers told it that 500,000th subscriber to its pay-cable service was signed last week but didn't say who it was. As soon as identification is made, HBO will arrange appropriate reward and ceremony. In addition, 180,000 other subscribers were taken into HBO fold last week as it closed purchase of Telemation Program Services (BROADCASTING, June 28). HBO supplies cable systems with full program package; Telemation mediates between program distributors and CATV operator allowing "customized" programming schedule.

Rostrum for debates

Former FCC Chairman Newton Minow will be named co-chairman (with partner yet to be announced) of League of Women Voters' project to arrange debates between Democrats' Jimmy Carter and Republican nominee for President. Project director, Jim Karayn, who headed now defunct National Public Affairs Center for

Television, says he has assurances that commercial television networks will cover debates if they can be brought off—as he thinks they can. Refusal by President Ford to accept challenge by Ronald Reagan for debate at forthcoming Republican convention (BROADCASTING, July 26) isn't seen as sign that Mr. Ford, if nominated, would duck debate with Mr. Carter.

During primaries, League staged four debates among Democratic candidates. Debates were carried by noncommercial radio and television. Four debates are envisioned for presidential finals. As were those in primaries, these would be bona fide news events exempt from demands by minor candidates for equal time.

Waning prospects

Chances for passage this year of resolution to permit daily broadcasts from inside U.S. House of Representatives chamber are slim, but next year they'll be slimmer. Resolution is pending in Rules Committee, whose chairman, Ray Madden (D-Ind.), is opposed to it because it would place broadcast coverage primarily in hands of networks. Despite his opposition, Mr. Madden has permitted resolution to be discussed. But next year he won't be in Rules chair, having lost bid for re-election in primary this year. His likely successor, Representative James Delaney (D-N.Y.), is absolutely opposed to idea of broadcasting, has said it would turn House into "hippodrome" or "burlesque."

It is unlikely Mr. Delaney would reappoint Subcommittee on Broadcasting, which, under Representative B.F. Sisk (D-Calif.), wrote pending resolution. Mr. Sisk is still trying to find votes to get resolution, once defeated (BROADCASTING, March 29), through Rules Committee this year.

No love lost

Spokesmen for National Association of Broadcasters and rival National Radio Broadcasters Association claim relations between them are congenial, but their actions say something else. July 9 missive from NRBA executive director Abe Voron called on radio stations to write House Judiciary Committee to urge reversal of copyright subcommittee's decision not to give radio right to sue cablecasters in copyright bill (see page 28). "Don't depend on the so-called Washington lobby to do it for you," he said. Few weeks later subcommittee reversed its decision giving radio right to sue (BROADCASTING, July 26). NAB's Washington lobbyists gleefully accepted credit and ran Voron letter up flagpole.