

bear," and it ordered ATC to be prepared, if further ordered, to offer refunds to its customers.

Teleprompter Corp., operator of systems in Brainard and Baxter, Minn., and a customer of ATC, opposed the proposed rate increase.

Cox makes \$10 million bank credit agreement

Cox Cable Communications Inc., Atlanta, has completed a revolving credit agreement for \$10 million with a group of banks headed by Chase Manhattan Bank of New York.

Henry W. Harris, president of Cox Cable, said the bank credit, coupled with internally generated cash, assures the company of sufficient funds for construction of new cable TV systems. Cox Cable now serves more than 427,000 cable TV and 58,000 pay cable subscribers in 17 states.

Under the agreement, Cox Cable may borrow up to \$10 million through 1979 at interest rates of one-fourth percent over prime in 1977; one-eighth percent over prime in 1978 and at the prime rate for 1979. Other participating banks are Security Pacific National Bank, Los Angeles; The Fidelity Bank, Philadelphia; First National Bank of Atlanta, and The Trust Co. of Georgia, Atlanta.

Cable Briefs

Adding to total. Home Box Office has made agreements to bring its pay cable programming service early next year to General Electric Cablevision Corp.'s Watertown, N.Y., and Decatur, Ill., systems as well as American Cable TV Inc.'s Napa, Calif., and Pampa, Tex., systems. Systems total about 31,000 subscribers. At yearend 1976, HBO estimated it had about 600,000 subscribers as opposed to 287,199 year earlier. HBO's Telemation Programming Services subsidiary has 193,000 subscribers. Number of systems was said to have grown from 102 to 275 in year, with 136 systems receiving service by satellite and rest by terrestrial microwave. At end of 1975, HBO said only 11 systems used earth stations to receive HBO signal. HBO

currently operates in 40 states. HBO said movies will remain "staple" offering but said "several million dollars" has been budgeted for special programming such as Sammy Davis Jr. appearance in Acapulco, Mex., and Smothers Brothers final appearance as comedy team.

HBO spreads. Telecable Corp., Atlanta, also reached agreement in principle with Home Box Office Inc., New York, to introduce HBO pay programming on Telecable's 10 cable systems with 103,000 subscribers in seven states.

On board. National Cable Television Association has announced selection of members of committee to formulate industry positions to be offered during House Communications Subcommittee's proposed rewrite of Communications Act. Committee, headed by Ralph Baruch, Viacom International (BROADCASTING, Dec. 6, 1976) includes William Bresnan, Teleprompter Corp.; Gustave Hauser, Warner Cable Corp.; Ralph Drendle, Comm/Scope Co.; Robert Weary, Communications Service Inc.; Bill Daniels, Daniels and Associates; Ben Conroy, Communications Properties Inc.; Richard Forsling, Cablecom General Inc.; Donald Tykeson, Liberty Communications Inc., and Eugene Iacopi, Multi-View Systems.

Down South. Wometco Enterprises Inc., Miami, has purchased cable television franchise for Columbia, S.C., from United Cable Television Corp., Tulsa, Okla., and hopes to begin building there by next May. Plans call for \$3-million plant of 315 miles, passing 32,000 homes, to be completed within two years.

Getting started. Becker Communications Associates, Chicago, announced closing of \$1.3 million loan to Tar River Cable TV, Rocky Mount, N.C., for construction of cable systems there and in Tarboro, N.C.

Changes. Phoenix-based Theta-Com AML has changed name to Hughes Aircraft Co., Microwave Communications Products and moved to new headquarters: Box 2999, Torrance, Calif. 90509; (213) 534-2146. Company's former CATV VHF distribution equipment operations are now division of Texscan Corp. at 2960 Grand Avenue, Phoenix 85068; (602) 252-5021.

'Who's Who' debut gets good reviews, shaky ratings

Latest offering from CBS News gets 14.7 rating and 20 share in opening against ABC duo

John Wayne has signed a \$400,000 contract to deliver TV blurbs for headache tablets. . . . Paul Newman refused a half-a-million-dollar offer to do commercials for Polaroid because the company helps to pollute the air and deals with Arab nations. . . . Henry Kissinger could gross \$63,000 a week if he decides to sign with a company that books lecture dates for celebrities. . . . Ilie Nastase is called "Picasso" by his friend Jimmy Connors because although he hawks Adidas sporting goods (for a fat fee) he prefers Wilson so he paints the Adidas logo over the Wilson equipment he uses.

These tidbits were not reported in Liz Smith's or Earl Wilson's gossip columns or in *Women's Wear Daily* or the "Intelligencer" section of *New York* magazine but on a new CBS-TV series called *Who's Who*, which made its debut Tuesday, Jan. 4, 8-9 p.m. NYT.

However, if you use the word "gossip" around the executive producer of *Who's Who*, Don Hewitt (who's also in charge of CBS's successful Sunday-evening magazine series *60 Minutes*), you'd better smile when you say it.

"We're not doing gossip," Mr. Hewitt says, bristling at the word. "I regard gossip as unsubstantiated rumor. Our notes on people are little items that we check very carefully for their accuracy."

Whatever they're called, these lively personality briefs are important in *Who's Who's* scheme of things, because they permit CBS's designers to show off their new set, which looks like a chic art gallery decorated with pen-and-ink sketches of the newsworthy people who'll be the program's stock in trade.

But *Who's Who* will focus on three profile subjects each week, ranging in lengths from six minutes to 20 minutes. As marquee lure, at least one well-known person probably will be profiled each week (Leopold Stokowski and Richard Burton on opening night; Billy Carter tomorrow night; Happy Rockefeller, Cesar Chavez and the 14-year-old actress, Jodie Foster, in subsequent weeks). There'll also be stories about unknowns who've attracted CBS's attention by virtue of unusual occupations, like the 19-year-old woman railroad engineer, profiled on the opening show, and an upcoming film piece on the black sheriff of an Alabama town.

The on-air reporters are Dan Rather, who'll continue to hang on to his *60 Minutes* correspondent's slot, in case, he says, low ratings scuttle *Who's Who* early in the game; the Washington-based author

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