

reworked their lead-in schedules in prime-time.

NBC moved first when, after all-day meetings Friday, Sept. 30, it announced that *Sanford Arms* (Friday, 8-8:30 p.m.) will be replaced on Oct. 21 by *CPO Sharkey*, the military sitcom starring comedian Don Rickles. And on Oct. 27, the successful pilot, *James at 15*, will go into the Thursday, 9-10 p.m., slot as a series, replacing *Man From Atlantis*, which moves to Richard Pryor's slot on Tuesday, from 8-9 p.m.

CBS announced Tuesday (Oct. 4) that beginning Oct. 10 it will put the science-fiction series, *Logan's Run* (Friday, 9-10 p.m.), into the Monday night lead-off hour now occupied by *Young Dan'l Boone*. *Logan's* former spot on Friday will be filled on Oct. 14 by a rerun of the film "Smile," a parody of beauty contests, and on Oct. 21 by a two-hour episode of *Switch*. A CBS spokesman said that at the moment the network has not planned a

replacement to go in *Logan's* former time period, and that indications now are that it will be filled with movies and specials, probably until some time in November. A decision has not yet been made as to whether *Dan'l Boone* will be rescheduled.

NBC's *Sharkey* premiered as a mid-season replacement last December on Wednesdays at 8-8:30 p.m., and in February it moved to 9 p.m. the same night. With a run of 14 original episodes, 12 repeats and 14 pre-emptions, *Sharkey* averaged about a 25 share and ended Aug. 31. *Man From Atlantis* has had just one outing as a series, on Sept. 22 when it scored a 25 share. Presumably it was judged by the network to be a more appropriate lead-off show, and, similarly, *James at 15* was seen as a more suitable lead-in for *Rosetti and Ryan* (Thursday, 10-11 p.m.).

*Sanford Arms*, the *Sanford and Son* spin-off featuring neither Sanford (Redd Foxx) nor Son (Demond Wilson), pulled

28, 23 and 26 shares, respectively, in its first, second and third weeks on the air. Of eight episodes produced, five will be seen before the program's cancellation. Richard Pryor has one original program yet to run, on Oct. 20, and a repeat of his comedy-special pilot first aired last May. The repeat will air Oct. 11 from 10 to 11 p.m. preceded by a two-hour "big event," Dick Clark's *From Bobby Sox to Bikinis*.

CBS's *Dan'l Boone* has a record of 26, 22 and 24 shares in its Monday-night time period. Last week the network gave it a trial run on Tuesday (8-8:30 p.m.), to see how it would do without NBC's *Little House on the Prairie* as competition. On Tuesday, it faced ABC's *Happy Days* (8-8:30 p.m.) and *Laverne and Shirley* (8:30-9 p.m.) and pulled a 19 share. That experiment pre-empted another of the network's new series, *The Fitzpatricks*, which has performed even more dismally than *Dan'l Boone*, scoring sub-20 shares in its last two outings.

## Wald is out as Schlosser picks Crystal

**Upheaval at the top at NBC News follows change of network heads**

Richard C. Wald's frequently anticipated resignation as president of NBC News came last week as he was replaced by Lester M. Crystal, executive vice president of NBC Television News.

Mr. Wald's departure after nearly five years in the post was attributed to basic differences between him and NBC President and Chief Executive Herbert S. Schlosser. There had been recurring speculation over the past several months that he would be dismissed or leave of his own accord.

Published accounts last week identified some of the differences as unhappiness on Mr. Schlosser's part that ABC had been allowed to hire NBC News's Barbara Walters away, that NBC News does not have a prime-time equivalent of CBS News's high-rated *60 Minutes* and that *NBC Nightly News* has not overtaken *CBS Evening News* in the ratings.

But Mr. Schlosser said it had nothing to do with things like that. He repeated what he said when he replaced Robert T. Howard with Robert E. Mulholland as NBC-TV president six weeks ago: that since he became chief executive in January, one of his top priorities had been to make sure key jobs were filled by the best men available (BROADCASTING, Aug. 29).

"It's quite simple," Mr. Schlosser said last week. "Dick Wald is very able, very bright, and I have a high regard for him. But my judgment was that the best man I could get was Lester Crystal."

He elaborated in his formal announcement: "Les has spent his entire career in broadcast journalism, having started in radio and television 20 years ago. He brings to his new duties a versatile back-

ground as a news operator, a creative program producer, an administrator and an excellent executive. He has a distinguished record of excellence and enjoys the respect of the NBC News organization as a leader."

Mr. Wald was said by friends to have been particularly upset by reports that he had been blamed for NBC's not having a news-magazine show in prime time. They said he had constantly sought to introduce a prime-time magazine series but had been refused both by NBC management and NBC-TV affiliates. (Mr. Schlosser himself said "I can't blame him" for lack of a prime-time magazine show, adding that "it's high on Lester's list of things to get into.")

Another NBC official, also denying that any specific incident led to Mr. Wald's departure, said that "it's like a marriage that goes bad: There's no particular reason and there's every reason."

Mr. Crystal appeared instead of Mr. Wald as NBC News's representative at a regional meeting with NBC-TV affiliates in

San Francisco the week before—and at one in Boston the day before—his promotion was announced. In Boston, Mr. Schlosser gave the affiliates advance notice of the change.

Mr. Crystal at that meeting told the station people that NBC News intends to build up both its electronic-newsgathering capability and its staff of correspondents and reporters. As in San Francisco, he also reviewed changes made in sets and formats of *NBC Nightly News* and changes made and planned for *Today*, especially to give it a more national character (BROADCASTING, Oct. 3).

Mr. Crystal, who is 43, was named executive vice president, TV news, last July, after serving since last December as vice president, special programming. During 1976 he was producer of NBC News coverage of the national political conventions and elections, and before that was executive producer of *NBC Nightly News* for three years.

He joined NBC News in Chicago in September 1963 as first producer of *NBC*



**Shoulder to shoulder.** The new competition in TV news made a display of public togetherness last week before the annual "newsmaker" luncheon of the International Radio and Television Society in New York (story page 75). It was an early debut for Lester Crystal (r), who had succeeded Richard Wald as president of NBC News less than two hours earlier (story this page). His companions before the IRTS: Richard S. Salant (l), president of CBS News, and Roone Arledge, president of ABC News and Sports.