

sive content," measured by "gratuitous violence done to persons, property and laws; offensively portrayed sexuality or that revealed through innuendo or double entendre, and stereotyping by race, ethnic background, sex or age." The third is "program qualities," measured by "development of characterizations and actions; photography, music, special effects and costuming; over-all evaluation of the program ranging from crude to superior.

The program rating booklet represents the first shot fired by the PTA since it put the networks "on probation" the last six months of 1977. At that time, the association's leaders threatened future boycotts of national advertisers who place commercials on violent programs or filing petitions to deny licenses of random stations if the networks failed to improve the quality of TV fare. The probation period has now expired, but there was no talk of taking measures that extreme last week. Grace Baisinger, national PTA president, announced another round of program monitoring in the spring, with results to be

issued in the summer. In addition, she said, there will be a "major new initiative" details of which are to be revealed by Mrs. Baisinger at a luncheon of the International Radio and Television Society in New York March 3.

## U.S.-Japanese exchange held again this year

A delegation of some 35 Japanese television executives traveled to the U.S. earlier this month to talk programing, news, technology and business with their American counterparts, as well as to urge greater use of Japanese programs on U.S. airwaves.

Sponsored by the U.S.-Japan Conference on Cultural and Educational Interchange (CULCON), it was the fifth in a series of meetings that alternate each year between the U.S. and Japan. Highlights of this year's meeting included tours of the MCA Universal studios, KABC-TV and noncommercial KCET(TV), all in Los Angeles; presentations in New York by

consultant Frank Magid and Arbitron President Ted Shaker, and a screening of Japanese programs.

The Japanese broadcasters also heard advice from the U.S. representatives as to what types of programs might be suitable for TV play here. Toward that goal a joint committee was established with the following U.S. members: Al Korn, vice president, television programing/films, RKO General; Win Nathan, vice president, worldwide syndication, Time-Life Television; John Serrao, director, operations and programing, Petry Television; Joseph Anderson, manager, operations, noncommercial WGBH-FM-TV Boston; Peter Robeck, president, Robeck Corp., and Jeanne Mulcahy, director of foundation and government projects, noncommercial WNET(TV) New York.

Included among the 45 participants exchanging ideas with the Japanese were broadcasters ranging from Richard O'Leary, president of the ABC Owned and Operated TV Stations, to James Fellows, president of the National Association of Educational Broadcasters. Others included Canadian representatives and members of the Japan Society. Serving as chairman on the U.S. side is Roger Rice, president of the Television Bureau of Advertising.



**Battle of the sexy's.** Action series ain't what they used to be. The return of *Black Sheep Squadron* to NBC-TV's prime time schedule Wednesday (Feb. 22, 9-10 p.m. NYT) will see the addition to the regular cast of four attractive nurses collectively labeled "Pappy's Lambs." Their first episode is entitled "Forbidden Fruit."

It's all part of head programmer Paul Klein's vow to bring more female-oriented shows to the network. Pappy's Lambs will now be in direct competition with ABC-TV's *Charlie's Angels*. Robert Conrad, who stars in *Squadron* as World War II flying ace Pappy Boyington, explains the strategy this way: "We're out to make people forget about Charlie's Angels. And we're already ahead of them. We've got four to their three."

There is greater ground to be gained in the ratings, however. This season, *Squadron* has averaged a 27 share, while *Angels* has averaged a 40.

### Breathing easier on the borderline.

The FCC has revised the method by which the top 50 television markets are determined each year for applying the prime time access rule. Beginning in fall 1980, a three-year rather than a one-year period will be specified during which the market will be in or out of the rule, and the list of markets will be based on an average of the two Arbitron sweeps occurring two-and-one-half and three-and-one-half years before the September in which the list becomes effective. The change is designed to ease the uncertainty felt by stations in markets that may drop out of the top 50 or move back into that category.

## CBS tries 'Hulk,' 'Husbands'

CBS-TV has replaced its Friday night movie slot with two series tryouts, *The Incredible Hulk* and *Husbands, Wives and Lovers*. Both will premiere March 10.

Going into the 9-10 p.m. hour behind *Wonder Woman* is *Hulk*, who will be played in his normal research scientist self by Bill Bixby. In his transformed persona (a condition that occurs whenever he is angry), the Hulk will be played by Lou Ferrigno, a former Mr. Universe. *Hulk* aired twice last fall as specials on CBS—on Nov. 4, when it pulled a 33 share, and Nov. 28, when it pulled a 34. Universal is producing.

*Husbands, Wives and Lovers*, a one-hour comedy, will follow *Hulk* at 10 p.m. According to CBS, the show revolves around "the hilarious hassles, foibles and frivolities" of five suburban couples (including a dentist, a lawyer, a pharmaceuti-