

end of this year; the companies are looking to start with some 50,000-60,000 rooms ready to offer the service.

HBO meanwhile is said to be developing "specially designed program guides, lobby, elevator and front-desk posters, in-room advertising and merchandising materials." Within the service areas of its more than 500 affiliates, it says, are more than 500,000 hotel/motel rooms. The specific charge to the hotel/motel operator will be determined by the individual cable system.

Of the two hotel managers quoted in the HBO release, one represented the Phoenix Holiday Inn Airport hotel and was quoted as saying "Guests enjoy HBO very much. Now when they return to our Holiday Inn, many are specifically requesting a room with Home Box Office . . ."

For the past six months, according to an HBO spokesman, the service has been tested in more than a dozen hotels.

## ABC stands nearly pat on Saturday morning

**Only one hour is changed; network will embark on Sunday AM show**

ABC-TV, ahead of CBS-TV by a nose in the Saturday morning ratings competition, last week announced the least-changed Saturday line-up of the three commercial networks. ABC's biggest new thrust in children's programs is to come on Sunday morning, when it will introduce a new "informational-variety" program called *Kids Are People Too*.

ABC says the new show is "a significant departure in network children's programming"—it is to feature interviews with art and entertainment personalities. *Kids Are People Too* also will present some new twists for affiliates. Stations are to be offered a 90-minute program, which they can use in its entirety or for only the last 60 minutes. And, for "the encouragement of local participation," the program is to have some segments designed to provide opportunities for cut-aways to a local children's personality. Since it is scheduled to start at 10 a.m., it gives affiliates the option of adding a half hour to their Sunday morning network feed. The current schedule starts at 10:30 a.m. with *Jabberjaw* and continues with the *Great Grape Ape Show* (11-11:30 a.m.) and *Animals, Animals, Animals* (11:30 a.m.-12 noon). *Jabberjaw* and *The Great Grape Ape Show* are canceled as of the new schedule's premiere Sept. 10.

Beginning Sept. 9, the Saturday line-up will have two new half-hour shows—*The All New Pink Panther Show* and *Fangface*, "a loveable character whose life becomes complicated whenever a full moon or even a picture of one appears." Canceled is the one-hour *Krofft Supershow*. New formats and new titles will be given two returning series, *The Scooby All-Star Laff-a-Lympics* and *Superfriends*. The *ABC Weekend Specials*

anthology, which had usually run at 12 noon-12:30 p.m., sometimes to 1 p.m., is now to run consistently at 12 noon-12:30 p.m., an ABC spokesman said, while the *ABC Afterschool Specials* will continue with seven original and seven rerun productions on staggered weekday afternoons.

Following is ABC's new Saturday schedule (for CBS's and NBC-TV's revisions, see BROADCASTING, April 3):

*The All New Pink Panther Show* (8-8:30 a.m.); *Challenge of the Superfriends* (8:30-9:30 a.m.); *Scooby's All-Stars* (9:30-11:30 a.m.); *Fangface* (11:30 a.m.-noon); *ABC Weekend Specials* (noon-12:30 p.m.); *American Bandstand* (12:30-1:30 p.m.)

## P&G-Italian TV venture

RAI Corp. (Radiotelevision Italiana) and Procter & Gamble Productions are joining forces to co-produce *Marco Polo*, a six-hour project based on the life of the 13th century Venetian explorer. Producer Vincenzo Labella and writer Anthony Burgess (both with credits from *Jesus of Nazareth*) have been signed. P&G had sponsored *Jesus of Nazareth*, produced by RAI and ITC Entertainment, and aired on NBC-TV last year. Filming is planned in Italy, Iran, Afghanistan, India, Tibet, Burma and the People's Republic of China.

Renato M. Pachetti, president of RAI Corp., estimated production costs at \$6 million to \$7 million and said P&G planned to offer its sponsorship of the miniseries on one of the commercial TV networks, probably in the fall of 1979.

## Broadcasters would have FCC say nay to CCMM on children's reporting

**Opponents charge proposal to revise Form 303 is just backdoor approach to reopen children's programming inquiry**

"There is no need to create the additional administrative and processing burdens of yet another FCC annual report," one group of broadcasters told the FCC last week as the deadline passed for comments on a proposal to redefine children's programming.

A petition filed earlier this year by the Council on Children's Media and Merchandising (BROADCASTING, Feb. 6) asked the commission to make several substantial changes to its Form 303 that would, among others, change the definition of children's programming from shows produced for children to shows viewed by significant numbers of children.

A brief prepared by the Washington law firm of Pierson, Ball & Dowd for the Association of Independent Television Stations, Gaylord Broadcasting and Pittsburgh Telecasting Inc. (the licensee of WPGH-TV there, an independent UHF)

called the council's petition a "veiled effort" to bring up issues the commission chose not to concern itself with when it issued its report on children's television in 1974. The petition "is bereft of evidence indicating changed circumstances or other reasons for altering the conclusions reached by the commission after careful study of similar council requests," the brief said.

An equally strongly worded filing was made by American Broadcasting Companies Inc. ABC said the council's petition "proceeds from faulty assumptions" that (1) "substantial abuses" exist in children's programs; (2) "the process of self regulation is ineffective," and (3) "alleged deficiencies . . . can be remedied by broader definitions and more information."

ABC said the council's proposals for more information from licensees amounted to "an elaborate web of regulatory procedures in search of a problem." Nor did the network stop there. It called the proposals "inappropriate and unnecessary" and said they constituted an "unwarranted effort to shape the programming decisions that licensees should make."

Other filings were made by Metromedia Inc. (which asked the commission to dismiss the council petition out of hand) and the National Association of Broadcasters. NAB called the petition a "contrived and shallow concealment of a relentless drive to rewrite" the commission's 1974 policy statement (BROADCASTING, April 17).

## Program Briefs

**Capcities connection.** Total of 176 stations, perhaps "the largest independent commercial TV network to air a major news documentary," are set to carry Capital Cities Television Productions' April 27 one-hour prime-time special on energy, *The \$45 Billion Connection*.

**MCA's salaries.** Lew R. Wasserman, chairman and chief executive officer, and Sidney Jay Sheinberg, president and chief operating officer, were MCA Inc.'s highest paid officers in 1977, receiving \$300,000 each. Proxy statement anticipating May 23 annual meeting in Chicago also shows Vice Presidents Frank Price and Ned Tanen as next highest paid, at \$250,000 each. Under separate contracts Mr. Wasserman is to receive no less than \$250,000 annually through 1981, then serve as consultant at \$100,000 annually; Mr. Sheinberg is to get no less than \$250,000 annually to Jan. 2, 1982; Mr. Tanen no less than \$220,000 annually to Jan. 2, 1983, and Mr. Price no less than \$200,000 annually to June 1, 1982. Jules C. Stein, 81-year-old founder of MCA, was paid \$52,000 as director and executive in 1977.

**Strong mover.** As *Newlywed Game* enters second year of production for syndication, Worldvision Enterprises reports Chuck Barris production has been sold in 77 markets, 24 of the top 25 and 46 of the top 50.