

variety hour a decent share against tough competition.

Difficult competitive positions and in many cases other considerations put several shows in DFS's "marginal" category. They were *Dallas* and *Mary* for CBS and *Operation Runaway*, *Waverly Wonders*, *W.E.B.* and *Sword of Justice* for NBC. Also given question-mark prospects of from fair to poor were CBS's *People* and *Flying High* and NBC's *Grandpa Goes To Washington* and *Centennial*. Written off as either too good or too bad were CBS's *Paper Chase* and *American Girls*, ABC's *Apple Pie* and NBC's *Lifeline*.

Talk to children about violence on TV, urges study

Purdue research says that some harmful effects of televised mayhem may be mitigated if the action is explained by an adult

An important factor in offsetting whatever ill effects television violence might have on young viewers may be conversation.

Psychologists David Santogrossi and Robert Horton of Purdue University said they accept now that certain television violence has deleterious effect on some children. But, they asked: Could those effects be offset by adults talking about what is going on as the children watch television?

Assistant Professor Santogrossi and graduate student Horton decided to find out. First, they showed groups of children in second through fifth grades an edited tape of a program in which violence played a major role. During the showings the children heard three different commentaries, one irrelevant to the violence, another condemning the acts, and the third, without expressing disapproval, presenting nonaggressive alternatives to the violence.

Next, the groups were shown tapes of preschoolers acting out aggressive behavior—although the viewers thought they were seeing real action and live—and were asked by an adult who left the room to call upon him if anything went wrong, or if the preschoolers got into trouble.

Results revealed that students who had received the antiaggressive and nonaggressive commentaries summoned help significantly faster than those who had received an irrelevant commentary.

Mr. Santogrossi said: "We are concerned about generalizing too much about these studies. . . . We can't say we are reducing the amount of violence the kids themselves might display. . . . TV now puts a damper on conversations between parents and child. We're saying conceivably it could be used in the opposite direction; it could be used as a source of topics of conversation, as a means of leading the child and finding out how he is perceiving and interpreting events. . . . Parents should look at television as an opportunity to talk

Disco, anyone? All the hustling isn't on the dance floors these days. Not with the likes of *Hot City Disco*, *Dance Fever*, *Jive Turkey Review* and *The Soap Factory* all vying for a place on the syndicated TV schedule. It's apparently no longer enough to convince TV station management that disco's the way but rather which way will pay. Viacom and Kip Walton Productions have six one-hour programs of dance, performers, fashion and more which they call *Hot City Disco* and have sold Metromedia on it. Merv Griffin Productions and 20th Century-Fox TV's *Dance Fever* carries on half-hour dance contests with celebrity judges, culminating in a 26th show and a \$25,000 first prize. Fox also has teamed up with Hill/Eubanks Group Productions for *Jive Turkey Review*, a comedy/variety series with black performers and disco and rock groups. That one's still on the drawing board. *The Soap Factory* (DMB Productions and Brookville Marketing) takes its name from the Palisades Park, N.J., discotheque where the 39 half-hours are being shot (they'll also go on location in the U.S. and Europe.)

about a wider range of subjects, to discuss values and ideas and all sorts of creations."

That would mean, of course, that television could not be used as a babysitter; that parents would have to take an active part in viewing. Action should be discussed as it occurs, Mr. Santogrossi said.

Bock tries to break the Eastern bloc with TV programming

Lothar Bock, the West German middleman who delivered the broadcast rights of the 1980 Olympic games to NBC-TV, is developing plans to take selected U.S. television programs to Eastern European countries.

Through his Munich TV production-distribution firm, LBA Associates, Mr. Bock plans to acquire rights to entertainment, sports and children's specials that might be assembled into packages for sales in Eastern Europe.

"I think there's a market there, based on a dozen years of experience working in Eastern Europe," he reported last week during a business trip to New York. "One problem is that the Eastern bloc does not pay much for programming, but I think this can be restructured."

Mr. Bock was in New York for several days to hold discussions with potential advertisers of Spartakiade, a two-week sports competition scheduled to be held in Moscow in July 1979. It is described as a rehearsal for the Olympics the following year. Mr. Bock indicated that talks with advertisers were still in the preliminary stages.

San Diego outlets war against new Tijuana station

They're attempting to fave FCC apply law prohibiting sending of programing across border that will be beamed back into U.S.

An organization of San Diego broadcasters is seeking to force XETRA-FM Tijuana to get FCC approval to broadcast material prepared in the U.S.

Most of the programing for the 100 kw station will be recorded in the U.S. and shipped across the border, much as is done now for its sister station, 50 kw XETRA(AM).

Section 325(b) of the Communications Act prohibits delivery of programing to a foreign country for broadcast to the U.S. without an FCC permit. Delivery is a key word. In 1937, in *Baker v. United States*, the Fifth Circuit Court of Appeals ruled that hand-delivery of materials into Mexico for broadcast to the U.S. did not violate 325(b). In the early 1970's, San Diego broadcasters urged the FCC to enforce the provision against two other Mexican radio stations, but the U.S. sales operations went out of business before a ruling could be made.

Dan McKinnon, president of KSON-AM-FM San Diego and head of the Committee for Equality in Radio Frequencies (CERF), said the FCC has avoided a decision. He said XETRA-FM is nothing more than a pirate radio station out to steal advertising dollars from the San Diego market, that it can operate without restrictions imposed on U.S. radio stations and that it will pull away up to \$2.5 million a year from San Diego stations.

John Lynch, XETRA-FM's general manager and former general sales manager at KFMB-AM-FM San Diego, says it isn't so, that Section 325(b) does not apply, that XETRA-FM is a legitimate station serving both Mexican and American communities and that instead of taking money out of the advertising market it will bring millions more in.

Mr. Lynch said 50% of the up to one million residents of the Tijuana area listen to American radio stations but those stations do not get credit from ratings companies. He said XETRA-FM Noble Multimedia Communications, which owns U.S. sales rights to the Mexican outlet, will show research to Arbitron and other ratings firms that would boost San Diego from the nation's 19th largest listening market to the 10th.

XETRA(AM) has been broadcasting since 1934, the last 10 years as a beautiful music station reaching as far as Los Angeles. XETRA-FM's format will be announced in about three weeks; it will be aimed at the 12-to-34 age market.

Bill Potts, XETRA-FM's attorney in Washington, said the *Baker* case is precedent and the FCC has relied on it in similar decisions. The real issue of the case, he