

runs of *Monday Night Football* that night. It schedules no late-night attraction for that reason, which may be an influence. But *Tonight's* ratings are also low on Tuesday—a 5.9 average—when the show usually offers “Best of Carson” reruns. On Wednesday, *Tonight* averaged a 7.5, on Thursday a 7.0 and on Friday a 9.4.

CBS attributes its gains in late night to its shift away from feature films to off-network reruns at 11:30 p.m. begun in the late summer of 1977. Those gains have been particularly noticeable, the network says, since the additions this September of *The Rockford Files* and *Barnaby Jones* on Monday and Tuesday nights, respectively, and of *The New Avengers* on Friday.

PTA hasn't gone away

It's gearing up to protest license renewals of network O&O's over TV programing

Promising to make good on its threat to file petitions to deny the licenses of five network-owned television stations if network programing doesn't become more wholesome, the national Parent Teachers Association is holding three “training sessions” on how to challenge licenses.

The association held two day-long sessions for PTA members and citizen groups in Detroit and Cleveland last week and has another scheduled for today (Monday) in Chicago, all those cities being communities of license of the five target O&O's. PTA threatened in a statement earlier this year to file petitions if its monitoring of fall prime time programing doesn't show a drop in violence and sex on television. The five stations, all of whose licenses are up for renewal the end of next year, are WMAQ-TV Chicago (NBC), WLS-TV Chicago (ABC), WBBM-TV Chicago (CBS), WKYC-TV Cleveland (NBC) and WXYZ-TV Detroit (ABC).

National PTA President Grace Baisinger says the association won't make the decision whether to file against the stations until it sees the results of the monitoring conducted from Oct. 15 to Nov. 18. But she is continuing PTA's diatribe against programing it considers offensive. “The networks have already expressed themselves through their fall TV programs,” she said last week. “Now the time is quickly coming for the PTA to speak out.”

She said the association is particularly concerned that sexually oriented programs are “gaining prominence on TV” during hours when children make up a large part of the TV audience. “While we don't realistically expect the portrayal of sexual behavior to be removed from television, we do feel that presenting sex on the level of ‘childish sniggering’ is offensive, and that this treatment of sex is being over-used and abused as a program device,” Mrs. Baisinger said.

The license-challenge training sessions are being conducted by William Young, director of the national PTA's TV Project.

Program Briefs

ABC kickoff. ABC Sports and North American Soccer League, in 1979 and 1980 deal, have agreement for network to cover nine games each season—five regular-season games (on weekends in May through July), three playoffs (August to September) and Soccer Bowl championship (September). ABC Sports also plans preseason soccer special each year.

Growing tally. *The Great American Radio Show*, rock and jazz countdown of top-20 hits including highlights of new selections, interviews and vignettes, is said to have been cleared on more than 50 stations so far, WXLO(FM) New York and KMET(FM) Los Angeles, among them. Two-hour weekly series with January start is distributed by Westwood One, Los Angeles.

For best campaign. Broadcasters Promotion Association has added new award to honors it presents at annual conventions. To be conferred for first time at June 1979 Nashville gathering is trophy for syndication promotion, to distributor with best campaign for program or series.

Holiday fare. Memphis-based William B. Tanner Co. is offering six-hour combination of vocal and instrumental music (Percy Faith, Johnny Mathis, Andy Williams and others) for Christmas radio programing. *Music for the Christmas Season* programs 42 minutes each hour, leaving remainder for local commercials, greetings, news, etc. Deals primarily are for cash, but option's open for limited barter.

Add two. Latest stations to join Westinghouse Broadcasting Co.'s *PM Magazine* programing service are WDVM-TV Washington and WOKR(TV) Rochester, N.Y. That commits 18 stations so far including Group W's five that broadcast access strip as *Evening Magazine*.

Nine on Moon. Moon Radio Network, Pittsburgh, reports sale of Grey Cup championship game Nov. 26 to eight radio stations and one cable system in six states. Canadian professional football championship game is inaugural broadcast of Moon, which plans other special network broadcasts (BROADCASTING, Oct. 9).

Signed up. Stan Margulies, producer of both *Roots* and upcoming *Roots: The Next Generations*, has agreed to three-year exclusive contract with Warner Bros. Stan Margulies Co. will develop and produce both motion picture and television projects for Warner.

Straight talk. The Rev. Jesse Jackson, civil rights activist and head of Operation PUSH, will get heavy exposure for his self-help philosophy on Metromedia's television stations beginning in January. Six 30-second public service announcements, covering subjects ranging from school to drugs, were prepared at the group's KMBC-TV Kansas City, Mo., with the idea said to have been initiated by Metromedia Television President Lawrence Fraiberg. Metromedia is supplying the 30's free to any U.S. station that requests them.

Next from OPT. Fourth Operation Prime Time project, MCA TV/Universal production of Howard Fast's *The Immigrants*, begins airing on most stations in line-up this week. Breakdown of 91 stations carrying two two-hour episodes is 13 ABC's, 27 CBS's and 26 NBC's and 25 independents. That's same as OPT's earlier *Evening in Byzantium*, with one more NBC affiliate on board.

Beefed up. Ford Foundation and National Endowment for Arts have renewed grant to noncommercial WNET(TV) New York's Television Laboratory, awarding \$650,000, up from 1977's \$500,000. Larger grant is expected to help finance up to 15 independently produced documentaries.

Here come the pies. *Soupy Sales Show* is being revived as original strip series with co-production by Air Time International and KTLA Productions (Golden West Broadcasters, Los Angeles). Air Time International's subsidiary, Air Time Inc., is distributing for cash with January availability.

Another merger

Taft to acquire Worldvision TV distribution firm for stock deal estimated at \$12.6 million

Taft Broadcasting Co., a major station group owner as well as a television producer and distributor, has reached an agreement in principle to acquire Worldvision Inc., a privately held leader in TV distribution. The price will be about \$12.68 million in stock, based on Taft share prices last week.

The deal calls for Cincinnati-based Taft to issue up to 410,000 common shares to Worldvision owners. Taking the \$18 per share price on the New York Stock Exchange early last week, that would amount to \$7.38 million. Another \$5.25 million of 6% preferred stock also will be issued. Redemption and/or common stock conversion of the preferred stock still has to be agreed upon.

Worldvision, which claims to be the world's largest privately held TV program distribution company, was formed in 1973 when the FCC rules led to a spin-off of ABC Films from ABC Inc. Present owners are Kevin O'Sullivan, president and chief executive officer; Neil Delman, executive vice president; Jerry Smith, executive vice president/marketing sales; Colin Campbell, senior vice president/international sales, and Howard Lloyd, senior vice president/Western division manager.

Unlike other major distributors, Worldvision, headquartered in New York, does not produce any of its own product. Domestically it currently distributes series ranging from *The Newlywed Game* and *The Next Step Beyond to The Mod Squad* and *Combat*, as well as feature packages. Worldwide, there's *Holocaust*, *Little House on the Prairie*, *Eight is Enough* and *Loveboat* among others. According to Mr. Delman, Worldvision anticipates sales of