

covering performers and news personnel.

The specific proposals sought by AFTRA for inclusion in a new pact to replace a three-year contract expiring on Nov. 15 were not divulged by the union. Sanford I. (Bud) Wolff, national executive secretary, reported that the union will be seeking increases in fees, not on an across-the-board basis but in selected areas, but said the main thrust will be toward improvements in working conditions for performers appearing in daytime serials and for news correspondents.

Wolff said that with the expansion of a number of daytime serials to an hour, many performers are working up to 14 hours a day. Since these performers invariably are paid over-scale, he said, the extra hours they work are credited to scale and they often end up working for minimum. The union is seeking to introduce improved methods that would speed up production or impose penalties for work beyond eight hours.

A similar condition prevails for reporters and on-air news personnel, according to Wolff. The union is asking that either staffs be increased or penalties be imposed for work beyond eight hours.

Wolff estimated that about 25,000 AFTRA members are involved or directly affected by these negotiations. (They do not include performers appearing in commercials or in prime-time series.)

U.S. TV branches out in search of programs

American television is becoming increasingly aware of the rest of the world as programming resources. Richard A. O'Leary, president of the International Council of the National Academy of Television Arts and Sciences, advised an audience at the Prix Italia festival in Lecce, Italy.

O'Leary, who is president of the ABC Owned Television Stations and ABC International, said that for a long time, the U.S. has viewed other countries as markets for TV programming. He noted that British television was one of the first international resources for U.S. broadcasting because of language reasons but said that "with sophisticated technology and sports and news coverage abroad, the consciousness of international television has been raised significantly."

He said Americans are learning to seek out the diversity that foreign countries can offer to television, and added:

"Only 10 years ago, most international coverage depended upon film. Today, with portable electronic cameras, it is possible to broadcast live from almost any location. Technology has given us the tools to broadcast live pictures and to send those pictures via satellites."

O'Leary presented the Directorate Award of the International Council of NATAS to Prix Italia, an award festival for television and radio programming, which has been held for 31 years.

In reserve. NBC-TV has ordered nine more episodes of TAT Communications Co.'s summer comedy series, *Facts of Life*, which had four-week run in August. Production of new shows will begin in November.

Bearde in their own den. MCA TV Program Enterprises, development wing of MCA TV Universal, now has Chris Bearde Productions on board for comedy and variety futures. Bearde, who's formed his own company, has earlier credits of *Sonny & Cher*, *Gong Show* and *Bobby Vinton Show*. Two months ago MCA TV pulled in Hill-Eubanks Group (BROADCASTING, Aug. 27).

Never too old. One-hour *Senior Olympics* TV special program is available for barter syndication via Hal Golden TV, Los Angeles and New York. Open to persons 40 and over, Senior Olympics events were held in southern California and on Long Island, N.Y. Program was produced by Joe Landis for showing during first and second quarter of 1980. Advertiser is Block Drug Co., through BBDO New York. Last year telecast of *Senior Olympics* was carried in 43 markets.

Instructional arm. ABC Pictures International Inc. has formed ABC Learning Resources Inc. to acquire, produce and distribute programs—including ABC-TV children's, news and public-affairs programs and programs from ABC O&O stations—to educational, business and industry markets. Donna B. Sessa, director of multimedia division of ABC Pictures International, will head ABC Learning Resources. Dr. Peter Schillaci named manager of new unit; Celeste Chin will be administrative assistant and Leanne Harbrecht, special sales assistant.

OPT 'Gossip.' Operation Prime Time consortium of network affiliates and independents has picked *The Gossip Columnist* as first dual-form project, adaptable to run as two-hour movie or five half-hours. Tentatively scheduled for airing in March, MCA TV/Universal production is about "determined and beautiful young journalist who loses her idealistic aspirations as she is seduced by the show business glamour of today's Hollywood." Production starts Nov. 6.

Who said. "We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields, and in the streets, we shall fight in the hills. We shall never surrender." Stirring speech by Winston Churchill to Britain and allies after fall of France and retreat at Dunkirk was delivered in person to House of Commons, but stand-in delivered BBC version, ersatz Churchill has revealed nearly 40 years later. Churchill, burdened by war duties, asked for double to deliver broadcast speech; BBC found Norman Shelley, staff actor responsible for Winnie the Pooh voice in children's drama who had knack for imitating prime minister. No one was wiser until revelation; even Churchill was impressed with Shelley: "Very nice," he reportedly said. "He's even got my teeth right."

More radio. Golden Egg, Los Angeles radio syndicator, has released list of available programs: *Rockin' Out*, weekly two-hour national hook-up of top disk jockeys reporting on week's hit albums anchored by Buzz Bennett; *Film Clips*, 10 three-minute weekly features with Hollywood stars and critic David Sheehan as host; *Future File*, 10 three-minute weekly spots devoted to "world of tomorrow" with San Francisco newsman David McQueen, and *The Great American Musical*, two hours weekly of music from stage plays and films with Chuck Southcott. All will debut in January.

Prime-time Phil. Phil Donahue, host of daily *Donahue* strip syndicated by Multimedia Program Productions and thrice-weekly *Today* contributor, makes national prime-time debut as entertainment special host Sunday, Oct. 21, on NBC-TV's *TV Guide—The First 25 Years*. Aside from TV stars, among others featured on two-hour special will be Peggy Charren, president of Action for Children's Television; Richard Salant, former CBS News president, now NBC vice chairman; Rev. Jesse Jackson, civil rights activist, and Nicholas Johnson, former FCC commissioner and now head of National Citizens Communications Lobby.

CU on HBO. Consumers Union, publisher of *Consumer Reports*, is breaking into pay TV with 45-minute pilot for Home Box Office. Program, produced by CU in association with Alvin H. Perlmutter Inc., is scheduled for February showing. It'll be magazine format and also include sketches and animation. If it goes to series, frequency is expected to be once every other month. Programs will deal with only one topic. First outing is on food.

Do-it-yourself soap. For frustrated soap-opera stars still awake at about 2:30-3 a.m., WIND(AM) Chicago has come up with *Windy City Soap Opera*. For past several weeks, all-night personality Norman Mark has been auditioning callers, setting up situations and adding sound effects. But it's listeners that take it from there, as many as 10 each night.