Program slant. Not only does TV news use "specialitus test for oil companies," but businessmen in general are maligned in entertainment programs, perhaps subliminally causing negative image, according to Herbert Schmertz, vice president, public affairs, Mobil Oil Co. Following address before New York chapter of National Academy of Television Arts and Sciences, Schmertz claimed that TV portrayal of business in comedy and drama may have worse effect than problems he sees with news. From podium, Schmertz again defended Mobil's position that Public Broadcasting Service's Death of a Princess should not have been aired. And he warned media that "free speech is a right given by the public" contending that if it is used irresponsibly, "the public can also take it away." ABC News' 20/20 was on hand at NATAS chapter lunch, preparing fill segment on Mobil and TV networks.

Maximizing Cinemax. HBO announced two-stage expansion of "complementary" Cinemax service, to make channel 24-hour service by Jan. 1, 1981. Oct. 1 will see weekend schedule grow to include 10 a.m. and 1 p.m. features; on Jan. 1, features will be added to daily schedule between 6 a.m. and 10 a.m.

All set. Two-two-hour specials, Show Biz This Year (entertainers before camera and behind scenes), and The Way They Were (variety), as well as four-hour Golda, miniseries on late Israeli leader, are three Operation Prime Time specials for 1981. Another three for 1982 are expected to be announced shortly. These are in addition to OPT's first series effort, Solid Gold, scheduled to begin weekly run on 155 stations (93% clearance) next month.

Historical figures. RCA said it has obtained license from Sunrise Entertainment for use of two television dramas, Clarence Darrow, starring Henry Fonda, and FDR, That Man in the White House, staring Robert Vaughn, for use on SelectaVision videodisks. Adaptations of successful stage productions, Darrow was first seen on NBC-TV and FDR on cable TV through Home Box Office.

Crossover. Group W Productions' corporate offices move to Universal City (70 Universal Plaza) on other side of Hollywood Hills from former CBS Television City site. Offices for The John Davidson Show and Right Back! with David Horowitz remain at NBC in Burbank; Hour Magazine office stays at Golden West in Hollywood.

New source. States News Service, which is Washington bureau in locally-specific news for 130 newspapers in 21 states, has established radio service. For $25 per week, States News Radio feeds three to ten stories per week over phone to WNEC, WIBB-FM, Danbury, WNJZ(AM) Torrington, and WBSJ(AM) Bristol, all Conn., and WSDK(AM) Asbury Park, N.J. Company allows stations to test service for two weeks free before purchasing and is currently testing with four more stations in Connecticut, four in New Jersey and six in Pennsylvania. Service does not duplicate national wire service because it covers Congressional delegations and regulatory actions specifically impacting in each of 21 states. For information: (202) 546-5160.

Elton on ABC. Rock 'n' roll star Elton John will head Adult Contemporary Special scheduled on ABC Information Radio Network for Sunday, Nov. 5, 3-5 p.m. NYT. It's last of four Adult Contemporary Specials set by network this year, and is being produced by Jim Hampton of The Ph Factors, Hollywood, with Leslie Corn, program production director for network, as coordinator.

First fives. The top five songs in contemporary radio airplay, as reported by \( \text{Broadcasting's} \) Playlist: (1) Slating by Christopher Cross on Warner Bros; (2) Upside Down by Diana Ross on Motown; (3) All Out Of Love by Air Supply on Aristes; (4) Emotional Rescue by the Rolling Stones on Atlantic; (5) Magic by Olivia Newton-John on MCA. The top five in country radio airplay: (1) Looking For Love by Johnny Lee on Asylum; (2) Maury & Gia by Merle Haggard on MCA; (3) That Loving You Feeling Again by Roy Orbison and Emmylou Harris on Warner Bros; (4) Driving My Life Away by Eddie Rabbit on Elektra; (5) Charlotte's Web by the Statler Brothers on Mercury.

\( \text{Broadcasting's} \) weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St., N.W., Washington, D.C. 20036. $12 each, annually.