

public doesn't have an opportunity to see the program. It's probably better to wait to see it, then voice objections."

According to Daniels and Blessingame, changes made in the program in large part amounted to little more than corrections of relatively minor historical inaccuracies.

Blessingame was more inclined to accept advance public reaction to television projects. The public, he said, has "extensive" rights to demand validity from television and, "too often they can only express an opinion after they've seen" a program. He even went so far as to say he would "approve of them bringing heat to bear" on the networks to insure historical accuracy from television projects.

"If you're criticizing," added Daniels, "you may very well be embarrassed when you see the film."

NCTA report on local cable programming

The National Cable Television Association has released its latest reading on "local programming"—ranging from automated time and weather updates to daily newscasts—produced by its constituent cable systems. According to the results, 819 (70%) of the 1,167 cable systems that responded to the survey offer some form of local programming. The sample represented 29% of the total number of cable systems, but 49% (7,796,910) of the total of cable homes. The 819 systems that offer local programming serve 6,835,091 homes or 88% of the homes included in the survey sample.

Char Beales, director of research for NCTA, hesitated about drawing conclusions from the survey, except to say that local programming "is widespread and diverse in the cable industry." Although a similar survey was conducted last year, Beales said the methodologies employed were so different as to make valid comparisons impossible.

Beales said, however, increases over last year were substantial enough in two categories to allow for a few conclusions. She said there seemed to be a solid increase in the number of access channels and "more and more political cablecasting on all levels."

Since the 154-page report on the survey lists the responses of every participating cable system, Beales said the report's chief value may be as a "directory"—a source of information about local programming at particular cable systems.

The survey showed that on those 819 systems, 1,457 (15%) of the total available channels are devoted to local programming. And the report concluded that "local origination . . . is not the preserve of any optimally sized system. It is happening across the expanse of the cable television industry."

The report divided local programming into the subcategories of community-produced access programming and system-produced programming. The report said that there are 1,018 full- or part-time access

Monitor

Program slant. Not only does TV news use "special litmus test for oil companies," but businessmen in general are maligned in entertainment programs, perhaps subliminally causing negative image, according to Herbert Schmetz, vice president, public affairs, Mobil Oil Co. Following address before New York chapter of National Academy of Television Arts and Sciences, Schmetz claimed that TV portrayal of business in comedy and drama may have worse effect than problems he sees with news. From podium, Schmetz 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's *20/20* was on hand at NATAS chapter lunch, preparing fall 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*, starring Robert Vaughn, for use on its 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 *Fight Back! with David Horowitz* remain at NBC in Burbank; *Hour Magazine* office stays at Golden West in Hollywood.

PlayBack

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 10 stories per week over phone to WINE-AM-WRKI-FM Danbury, WSNQ(AM) Torrington, and WBIS(AM) Bristol, all Conn., and WJLK(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 Factor, Hollywood, with Leslie Corn, program production director for network, as coordinator.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Sailing* by Christopher Cross on Warner Bros.; (2) *Upside Down* by Diana Ross on Motown; (3) *All Out Of Love* by Air Supply on Arista; (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) *Misery & Gin* 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 Rabbitt on Elektra; (5) *Charlotte's Web* by the Statler Brothers on Mercury.

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.