

*DST, Census Change, and Other Fun and Games.* Columbus Room K/L. Moderator: Ernie Martin, Cox Broadcasting. Panelists: Jhan Hiber, Hiber & Hart; Alan Tobkes, Eastman Radio; Ron Werth, Mutual Broadcasting.

**Dinner concert.** 5:30-9:30 p.m. Grand Ballroom. Willie Nelson.

Wednesday, Aug. 19

**Roundtable discussion.** 8-9:15 a.m. Grand Ballroom. *Research:* Jhan

Hiber. *People management:* Jim Hooker. *Promotion:* Tom Dawson. *New technologies:* Steve Casey. *24-hour satellite programing:* Rick Sklar. *Deregulation:* Barry Umansky. *News:* Ed DeFontaine. *Microprocessors:* Bryan Apple. *Talk:* Jim Cameron. *PD to GM:* Walter Sabo. *Daytimers:* Joel Rabb. *Production:* Tom Rounds. *Focus group:* Rob Balon. *Syndicator specials:* TBA.

**Closing general session.** 9:30-noon. Grand Ballroom. *21st Century Programing.* Moderator: Larry Patrick, NAB. Speaker: Mark Fowler, chairman of the FCC.

## 'Donahue' named as target of boycott

**Chicago area group, claiming to be backed by Wildmon, tags Donahue 'sex-oriented' broadcaster**

A Chicago area group, claiming the backing of the National Federation for Decency and the Coalition for Better Television, will be encouraging a boycott of *Donahue* advertisers.

Charging that "never before in television's history have we had a sex-activist broadcaster such as Phil Donahue," the NFD's Chicago chapter said it is formally monitoring the syndicated show during August.

The group claimed "approximately two out of five of his shows are sex-oriented and most of them promote abnormal sex which Mr. Donahue prefers to call sexual alternatives. Such shows have a mind-warping effect on youths and adults."

The statement continued: "We do not question the right of Phil Donahue to have whatever guests he wants nor do we question the right of the stations to have the Phil *Donahue* show on. We are simply stating that we will pass the information on to friends and the general public as to what companies seem inclined to support Mr. Donahue's choice of shows by advertising on his program.

"We will encourage people not to buy whatever products are advertised on his shows if that company espouses that type of programing."

At the Chicago-based *Donahue* show, a spokesperson said, "We respect anybody's right to disagree" and that local representatives of the NFD would be invited to air their grievances on the show.

According to a Chicago NFD spokesperson reached after the statement was issued, the group does not find all of *Donahue's* "sex-oriented" programs objectionable. She explained the NFD chapter was stirred to action particularly by recent *Donahue* shows on sex therapy and family planning and contraception but that it has no problems with others on breast-feeding and rape.

She added that other NFD chapters will be monitoring *Donahue* in other parts of the country. The Rev. Donald Wildmon, founder of the NFD and chairman of the Coalition for Better Television, was said to be vacationing from his Tupelo, Miss., headquarters and could not be reached for comment.

## Monitor

**Fellow seafarer.** Formal announcement is expected on Tuesday (Aug. 11) in Washington by WTBS(TV) Atlanta of details of exclusive arrangement between Atlanta superstation and underwater explorer, Jacques Cousteau. WTBS has acquired rights to already-produced 36-part *Undersea World of Jacques Cousteau* series, to air on WTBS beginning next December. Production of Cousteau's public television series is slated to end in fall, and spokesman for station, owned by media entrepreneur Ted Turner, says new deal will be "an exclusive... a first" for Cousteau.

**Full schedule.** Spotlight, pay cable TV service launched last May 1 by Times Mirror Corp., is going to 24-hour-a-day schedule beginning Sept. 1. Service recently expanded to 13 1/2 hours each day, and now serves 210,000 subscribers via more than 40 Times Mirror Cable systems. Home Box Office and USA Network both previously announced expansion to 24 hours, in September and October, respectively.

**Count him in.** Incumbent president of Screen Actors Guild, William Schallert, is launching petition drive to become second-term candidate. Schallert was passed over recently by SAG's national nominating committee, which designated Ed Asner as its presidential candidate. Elections for SAG offices will take place later this year.

**That's record.** ABC Entertainment has approved spending up to \$52 million during next television season on production of about 20 made-for-TV motion pictures. Although that's approximately same number of pictures as were made by network last year, budget is highest yet for such productions. Costs per movie are averaging about \$2.3 million, according to ABC spokesman.

**Gowdy's gone.** CBS Sports announced Aug. 4 that Curt Gowdy resigned as sportscaster for television network, effective Aug. 1, 1981. Gowdy's daily sports commentaries and occasional sports specials will continue on CBS Radio. Network release said Gowdy, who owns five radio stations, wanted to "be free to pursue other interests in the outdoor recreation and sports field."

**Taft buy.** Taft Broadcasting Co. announced cash purchase of New York-based Titus Productions, headed by Herbert Brodtkin and Robert Berger, who are to keep their respective posts as president and vice president of Titus, which is to operate as division of Taft Entertainment. Details of purchase were not disclosed.

**Boycott threat.** Entertainment industry executives and creative people are considering proposal by Committee to Ratify the Equal Rights Amendment to institute production boycott of states that have not ratified proposed constitutional amendment. Group headed by director Robert Ellis Miller has been formed to consider move, which would focus on four states with substantial TV/film production: Florida, Georgia, Illinois and North Carolina. Deadline for ERA passage is June 30, 1982.

**Back again.** NBC-TV has set Oct. 3 as season premiere date for its *Saturday Night Live* comedy series. Program will return with Dick Ebersol as producer and repertory company that includes most of cast appearing on first show produced by Ebersol last April 11. New producer was not able to produce any subsequent shows due to writers' strike.

**Under contract.** Producer/director/writer Adrian Malone (*Cosmos, Ascent of Man, Age of Uncertainty*) has new deal with T.A.T. Communications. Under development is multipart series on American Indian with Marion Brando... Joseph Sargent (upcoming *Manions of America, Genesis*) signed three-year exclusive contract with Metromedia Producers Corp. for production, directing and development... Lou Reda, packaging agent, manager and producer, has development and production contract with Columbia Pictures Television. First Reda project with CPT is *The Blue and the Gray*, eight-hour Civil War mini-series for CBS; it's in association with Larry White Productions... CPT also has signed exclusive development/writing/production deal with David Ketchum and Tony DiMarco (*Happy Days, Laverne & Shirley*).