

relative importance, Eisner ranked PTAR as a five and the financial interest rule as an 11.

"For once," he concluded, "let's stay with the status quo."

In a brief interview with BROADCASTING after the presentation, Currie predicted no final action would be taken by the FCC on either the prime-time access or financial interest rules until after the first of the year. "They have other priorities that are higher," he said, "and they are interested in carefully studying the facts relating to the impact PTAR has had." Currie, who met with FCC Chairman Mark Fowler in mid-October to discuss the issue, further speculated that final action might come as part of an "omnibus ruling" early in 1982.

PBS ponders new way to raise funds through new network

It urges development of line up of stations on ITFS channels to distribute educational programing via satellite

The Public Broadcasting Service has proposed establishing another new network—the National Narrowcast Network—to raise revenues for public television stations by providing distribution of instructional and informational programing for

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Chicago—sports each night. What is believed to be the nation's first local, all-sports pay TV program service will become available early next year in Chicago to ON TV/Chicago subscribers. ON TV is an over-the-air STV service of Oak Industries Inc. currently programing over channel 44 wsnstv). Oak has entered an agreement with SportsVision of Chicago to provide 425 sporting events each year, over a new UHF station (channel 60) currently under construction. SportsVision programing will include 250 games featuring Chicago professional sports teams, including the White Sox, Bulls, Blackhawks and Sting. According to Oak, sports programs will be offered every night of the year, plus many weekend afternoons. Chicago White Sox President Edward Einhorn is heading SportsVision. ON TV will provide installation service and scrambling equipment for the new service, which will be available to ON TV subscribers as an option, using Oak's two-channel decoders. SportsVision will also be available as a pay tier to other Midwestern cable and STV systems outside Chicago.

public and private organizations through Instructional Television Fixed Service (ITFS) channels.

The proposed "closed circuit" network, which would, according to a 15-page memo sent to PBS member stations, give organizations a "cost efficient" way to communicate with their memberships, would be linked by PBS's satellite system and could earn the noncommercial television system "substantial" revenues.

According to the memo, a "typical" ITFS transmission facility could be installed for about \$120,000. If those ITFS facilities were installed in 200 markets, the total cost, which would be picked up by the organizations using the service or financed "from conventional sources," would be \$24 million, the memo said.

The memo said the system would be designed to be financed and operated entirely at the users' expense. But public television stations participating in the venture would be able to use the system's "excess capacity" to generate revenue, the memo said.

According to the memo, although many national professional and trade organizations have been "examining closely" means for linking their organizations electronically, "none so far has seized the initiative and organized its own communications system," the memo said.

Public television, however, is "uniquely situated" to provide such a service because it already has a satellite distribution system in place, the memo said.

PBS said it was "in the process of assembling a nucleus of potential users willing to fund the initial development cost" of the network.

The "uniquely suited" way to move the programing from a public station to the user would be on an ITFS channel, the memo said. The ITFS band, the memo noted, currently allocates 28 television channels exclusively for nonprofit entities and accredited institutions and is generally limited to instructional, educational and training purposes.

But "critical" to the plan is that public television stations—perhaps through PBS—apply for ITFS channels now, before the FCC, responding to "intense pressure from cable and pay program interests," completes its rulemaking considering making the ITFS spectrum available for noneducational uses, the memo said.

That rulemaking, PBS said, is considering reallocating the 31 channels within the 2500 mhz band. If adopted, the proposed

rule would designate 11 channels for ITFS, 10 for MDS and another 10 for Operational Fixed Service. Because only half of the ITFS channels can be used without creating interference problems—and because other organizations will vie for those ITFS channels—"unless we move quickly to secure ITFS channels, the opportunity to establish a national narrowcast service may pass us by," PBS said.

PBS said the network could benefit its proposed PBS/Cable service (BROADCASTING, July 6), reducing the capital budget for it by \$10 million, by giving it a way to relay its signal to cable headends.

PBS also said it would try to structure the new network so that at least one ITFS channel could be set aside for "strictly local uses."

PBS said it would hold a teleconference on the proposal for the stations on Nov. 6. If the stations "substantially support the idea," it said it would recommend "immediate action."

CBS makes it two in a row

Network outdistances ABC, NBC, but victory margin is cut in half

With five winning nights and eight of the top 10 shows, CBS-TV glided to rating victory during the second week of the prime-time season.

CBS finished the week ended Oct. 18 with a 20.4 rating and 32 share, easily overcoming its network competitors: ABC-TV with an 18.9/30 and NBC-TV with a 16.8/26.

The previous week—considered the season opener by the networks, although series are being staggered in over many weeks—also had been CBS's. Then it was CBS 22.1/35 to ABC's 18.1/29 and NBC's 14.6/23 (BROADCASTING, Oct. 19).

For the season's second competitive outing, CBS demonstrated 30-share strength on all days but Wednesday when ABC presented a three-hour *Jacqueline Bouvier Kennedy* movie special. Not only did *JBK's* 27.4/42 trample the competition; it also added about a rating point and a half to ABC's six-night average.

Four returning shows had their season premiers during the week, but no new series debuted. On Monday, CBS offered the season's first original episodes of *Private Benjamin* (17.5/27) and the *Two of*