

CBS and NBC announced prime time schedule changes last week. Starting Jan. 28, CBS will air *Melba* (Columbia) at 8 and *Charlie and Company* at 8:30 on Tuesday. Latter was formerly seen from 9-9:30 on Wednesday. Replacement has been needed for Tuesday 8-9 since cancellation of *Hometown* at beginning of season (BROADCASTING, Sept. 30). CBS still has yet to re-schedule *Trapper John, M.D.*, which was displaced from 10-11 spot on Sunday by *CBS Sunday Night Movie*. NBC will carry new family comedy series, *Fathers and Sons*, starring Merlin Olsen in March. Production of show by 20th Century Fox will begin on Jan. 27 following Super Bowl, which Olsen will broadcast. In its premiere on NBC on Wednesday, Jan. 8, *Blacke's Magic* had 19.1/28, second to ABC's *Dynasty* (21.1/31). NBC won Wednesday with 19.4/30, compared to ABC's 16.8/26 and CBS's 14.4/22.

After four-year, \$15-million effort, **Home Box Office will begin full-time scrambling of satellite feeds of HBO and Cinemax this Wednesday** (Jan. 15), using M/A-Com's Videocipher II scrambling system. HBO and its affiliates have been equipped to scramble since last spring, but HBO had put off full-time scrambling until M/A-Com produced enough descramblers to accommodate owners of home earth stations wishing to procure them and subscribe to services. M/A-Com officials said last week they were in process of shipping "fewer than 10,000" home descramblers to cable operators and distributors of home satellite equipment. Per-month subscription prices for HBO and Cinemax: \$12.95 each or \$19.95 for pair.

Time Inc. is talking with its two partners in USA Network—Paramount and Universal—about selling its one-third interest to them, sources at two of companies involved said last week. Time spokesman said company had no comment, but source there said company believes its interest in network to be worth about \$40 million. Source also said deal was not imminent, but "we do expect [a deal with our partners] will be successfully concluded." Speculation by some involved was that company wants to dispose of USA Network interest so that it could move quickly in event talks resume with Turner Broadcasting System and deal is struck to buy into CNN.

Radio industry is launching major joint effort in commemorating birthday of Dr. Martin Luther King Jr., on first observance of national holiday next Monday, Jan. 20. Groups and networks asked to participate in campaign were still being assembled late last week, but should include: **Group W Radio, ABC, CBS, NBC, Mutual, United Stations, National Black Network (Unity Broadcasting) and Sheridan**

Broadcasting. Focus will be on playing five-minute excerpt of King's "I Have A Dream" speech simultaneously on stations nationwide at 12:15 p.m. NYT, on Jan. 20.



Some 300 friends of Reporters Committee for Freedom of P turned out last week for fund-raiser whose principal draw **screening of HBO Premiere Films' Murrow.** Shown above (l-r) Hayes Gorey, of Time Inc. and chair of RCFP executive committee; Michael Fuchs, HBO chairman; Jack Nelson, *Los Angeles Times*, and Barbara Matusow, author of "Evening Stars," a network anchors. Docudrama on career of Edward R. Murrow, was credited with establishing CBS as leading network in '60s had become controversial weeks before its first public show. Those associated with CBS in days *Murrow* covers felt it unfair depiction of William S. Paley, founder and long-time chairman of CBS, and Frank Stanton, former president and vice chairman. Some said docudrama was inherently inaccurate and should not be shown at RCFP event. Feeling reflected in discussion followed screening. Ed Fouhy, executive producer of *Night American Almanac* who for 13 years had been with CBS said *Murrow* was guilty of what he said typical sins of docudrama—"oversimplification" and "distortion." He singled out characterization of Salant as bookish and bloodless executive obnoxious with bottom line. But beyond such complaints, *Murrow*, PBS's Hodding Carter, who moderated discussion, raises question of conflict between management and its journalists in face of conflicting pressures and values. Gorey, who had recommended film for screening at fundraiser, said in closing remarks, "A reporters committee shouldn't duck controversy, and I'm glad it didn't."

White House photo



Presidential presence. Washington Bureau chiefs representing five major broadcast groups were invited to the White House last Wednesday (Jan. 8) to interview President Reagan. The session was a follow-up to the President's nationally televised press conference on Tuesday, and clips from it were picked up by the networks for use on their evening news shows. The stations involved, however, were assured of presenting it before the networks' newscasts: Use of the 28-minute interview was embargoed until 6:30 p.m. The interviewers (left photo) with the President (l-r) are Norman Wagdy, Storer Communications; Jack Hurley, Gannett Television; Andy Cassells, Cox Communications; John Dimsdale, Post-Newsweek Stations, and Gregg Risch, Westinghouse/Newstead Network. Sue Mathis, who heads the White House Office of Media Liaison, which deals with the press outside Washington, said a factor in the decision to invite the five—each of whom had a long-



standing request for an interview with the President—was that few reporters other than the White House "regulars" are called on the formal press conferences.

In response to a request from the White House Office of Private Sector Initiatives, Westinghouse Broadcasting & Cable has produced public service television announcements featuring President Reagan "encouraging companies to help solve community problems." The 30- and 60-second spots, produced by Group W wjz-TV Baltimore, will be fed Jan. 17 by the National Association Broadcasters to its television member stations. Shown above right with the President following taping of the announcements at the White House is Jerry Udwin, Group W's Washington vice president.