

ration, is available at \$100 for the first airing and \$50 for a second airing by the same station. Theater-on-the-Go plans to continue to produce dramatic tapes for broadcast by radio stations. The current production and further information are available from Theater-on-the-Go, 6347 Hillcrest Place, Alexandria, Va. 22312.

**NET musical revue** ■ *NET Playhouse* will present its first musical revue, "Julius Monk's Plaza 9," premiering Friday, March 15, at 8:30 p.m. EST. The one-hour color special, starring Julius Monk, Mary Louise Wilson, Rex Robbins, Terry O'Mara, Liz Sheridan and Alex Wipf, will be taped at the Plaza hotel in New York.

**Country sound** ■ Jan. 15 marked "The countryopolitan sound of Cleveland" on WCJW(FM) (formerly WJW-FM). Before the switch to country music, WCJW-FM had been programing pop concert and classical music for more than two years. The new format, programed and produced by Charles Renwick, will be presented as "The Countryopolitan Countdown," featuring the top-50 country-music singles each week, selections from top country albums, best sellers and performances by popular artists. WCJW is a Storer Broadcasting Co. station. It's sister station, WJW Cleveland, will not be affected by the changeover.

**Space reporters fete** ■ Newsmen, including radio-TV, who have covered activities at Cape Kennedy will meet at an annual reunion in Cocoa Beach, Fla. on March 14. The group, known as the Missile, Space and Range Pioneers, will attend a banquet that evening. Inquiries should be addressed: Pioneers, Box 1000, Cocoa Beach, Fla.

## He won't pre-empt self

Bill Cosby has been given a last-minute reprieve from the performer's fate that's worse than death: His NBC-TV hour special on March 18 was going to pre-empt his own *I Spy* series. But after meetings between the Campbell, Silver, Cosby Corp., producer of the special, and NBC-TV programing officials in New York, it was decided to give viewers a Cosby doubleheader instead. Now the Cosby special will pre-empt *The Rowan and Martin Laugh-In* from 8-9 p.m., to be followed an hour later by *I Spy*.

**Folk-rock hour** ■ *Broadside*, a one-hour folk-rock radio show, is being prepared for April syndication by Gerry Wilkinson Productions, Philadelphia. The 13-program package will feature Philadelphia radio personality Ed Sciak.

**Health series** ■ *Consultation*, a new public-service TV series dealing with health and health problems is being offered by the University of Illinois Medical Center in Chicago. The continuous series is divided into 30-minute segments and is available to all stations free of charge. Directed at a lay audience, the series covers a wide range of health problems. Further information may be obtained from the University of Illinois at the Medical Center, Public Information, P.O. Box 6998, Chicago 60680.

shows such as *Blind Date*, *The Perfect Match* tries to reflect two of today's significant happenings—the computerized society and the youth revolution. Prospective contestants, all in the 18-to-34 age bracket, fill out computer data cards that are sent to Computer Match, a San Francisco-based computer company, where they are processed to determine which prospective female contestants are "perfect matches" for which prospective male contestants on the show.

A daily daytime series, *The Perfect Match* is produced at KTLA(TV) Los Angeles with Dick Enberg, KTLA's sports director, as host. Harry Koplin, whose experience with game

shows goes back to radio days and who helped develop the show, is executive producer.

What has happened so far may be only the beginning of what Screen Gems comes up with in the game, daytime and live or tape areas. It has several projects in the development stage.

Screen Gems also has a coproduction deal that may see Jack Benny returning to nighttime network TV in a somewhat different show. The deal is with Mr. Benny's Jac Productions and it could result in a program for the 1968-69 season.

SG also has coproductions with Ralph Edwards pending. They would be for nighttime presentation.

# Friendly voice from the Hill

**Senator Allott plans legislation to revise fairness doctrine**

Senator Gordon Allott (R-Colo.), who is on record as a supporter of legislation to repeal the fairness doctrine, has indicated he intends to take the matter a step further. He hopes to draft, and submit legislation to eliminate a doctrine that he calls "unfair, unworkable and impossible to administer."

The senator, in a speech delivered before a convention of the Colorado Broadcasters Association on Jan. 26, urged broadcasters to deal with charges of overcommercialism and show a spirit of accommodation toward other spectrum users so as to present a better front in battles sure to come on wide-scale revision of the nation's basic communications laws.

In his speech, he cited the extension of the fairness doctrine to cigarette advertising as an example of the rule's "absurdity."

Last week he told BROADCASTING that he hoped to offer "some kind of a bill," broader than simple repeal of Section 315 of the Communications Act (the equal-time provision that, as amended in 1959, provides the only statutory reference to the fairness doctrine). The Senator wants to "backtrack on some of the interpretations" that have been placed on the doctrine, such as its extension to product advertising.

**Position On Hill** ■ Senator Allott is ranking minority member of the Senate Appropriations Subcommittee that passes on the FCC's budget and as such, is in a position senior enough to exert above-average influence on broadcasting legislation.

The senator, in his Colorado speech, told broadcasters that the industry's promises to focus on problems of overcommercialization had helped in the past to fight off forces that wished to impose reforms, but "failure to comply with your promise of self-regulation will make the next attempt to regulate your commercial activity very difficult, indeed, to defeat."

He also indicated that if the industry was "willing to give a little in order that questions surrounding the land-mobile problem may be resolved" such accommodation may help forestall moves that are afoot to establish a superagency of telecommunications with arbitrary authority over the spectrum.

The senator further warned of an