

11. Cannon (CBS)	23.0	41
CBS Thursday Movie (CBS)	23.0	40
13. Ironside (NBC)	22.6	36
Medical Center (CBS)	22.6	34
15. Adam 12 (NBC)	32.4	37

(16) NBC Sunday Night Movie (NBC), (17) Mary Tyler Moore (CBS), NBC Wednesday Night Movie (NBC), (19) Here's Lucy (CBS), (20) NBC Saturday Movie (NBC), (21) Mannix (CBS), (22) Bold Ones (NBC), (23) Walt Disney (NBC), (24) CBS Tuesday Movie (CBS), (25) ABC Sunday Movie (ABC).

(26) Bob Newhart (CBS), (27) NFL Football (ABC), (28) Paul Lynde (ABC), (29) Little People (NBC), F.B.I. (ABC), (31) Search (NBC), (32) Dick Van Dyke (CBS), (33) M*A*S*H (CBS), Movie of Week (Wed.) (ABC), (35) Laugh-In (NBC).

(36) Sand Duncan (CBS), Carol Burnett (CBS), (38) Bonanza (NBC), Doris Day (CBS), (40) Partridge Family (ABC), Rookies (ABC), (42) Emergency (NBC), (43) Sonny & Cher (CBS), (44) Movie of Week (Tuesday) (ABC), (45) Mission: Impossible (CBS).

(46) Bill Cosby (CBS), (47) Brady Bunch (ABC), (48) Mod Squad (ABC), (49) Owen Marshall (ABC), (50) Temperatures Rising (ABC), (51) Room 222 (ABC), (52) Ghost Story (NBC), (53) Night Gallery (NBC), (54) Dean Martin (NBC), (55) Love, American Style (ABC).

(56) Odd Couple (ABC), (57) Anna and the King (CBS), (58) Waltons (CBS), (59) The Men (ABC), (60) Banyon (NBC), (61) Julie Andrews (ABC), (62) Streets of San Francisco (ABC), (63) Sixth Sense (ABC), (64) Alias Smith & Jones (ABC), (65) NBC Reports (NBC).

New combatant gallops into the rerun fray

West Coast group writes Whitehead assailing views of CBS-TV's Wood

The Film and Television Coordinating Committee, an umbrella organization of Hollywood film industry unions and guilds formed to campaign against excessive use of reruns by TV networks in prime time, is the latest participant in the rerun controversy to write to the White House. In a letter written by committee Vice President John W. Lehnrs to Dr. Clay T. Whitehead, director of the White House Office of Telecommunications Policy, CBS-TV President Robert D. Wood is heavily criticized for a speech he made to the Hollywood Radio and Television Society in which he contended that limiting reruns is a cockeyed idea that runs counter to economic realities and viewer needs (BROADCASTING, Sept. 18).

In his letter, dated Sept. 22, Mr. Lehnrs, who also is president of the Hollywood AFL Film Council, characterizes Mr. Wood's speech as an "apparent polemical outburst," and describes his arguments in defense of the current rerun patterns as fallacious, arbitrary and self-serving. A key portion of the two-and-a-half-page letter attempts to contradict Mr. Wood's assertion that limiting reruns "flies in the face of the economic facts of life." Network profits increased 190% in the 10 years between

1959 and 1969, Mr. Lehnrs asserts in his letter to Dr. Whitehead. Even in the recession year of 1970, he claims, the networks managed \$50 million in profits. "The real 'economic facts of life,'" Mr. Lehnrs wrote, "are that network profits continue to soar in 1972."

Commenting on Mr. Wood's call to the Hollywood creative community to work to rescind the prime-time access rule, Mr. Lehnrs acknowledged in the letter that there is "genuine merit" in this proposition, but notes that reconsideration of the prime-time access rule and the proposal to limit reruns "are not mutually exclusive."

Previous communications to the White House were sent by John Gavin, president of the Screen Actors Guild (BROADCASTING, Sept. 18, Oct. 2).

Prime-access forensics

Both sides state their cases at Illinois broadcasters convention

The prime-time access rule has fostered "cheap, shoddy revival programing" and should be scrapped, says Edward Bleier of Warner Bros. Television. The rule embodies a worthwhile principle of "opening up family-time television to diversity and opportunities for independent producers," and should be retained, says Joel Chaseman of Westinghouse Broadcasting Co.

The two men set forth their contrasting positions on the three-hour rule last week at a meeting of the Illinois Broadcasters Association. Both acknowledged merit in the rule's purpose; on the subject of its real and potential effectiveness, however, they parted company.

To Mr. Bleier it is "a very well intentioned rule" that had the practical effect of increasing the number of old, tired programs and the number of commercials. "Not since the Volstead Act," he said, "has any move by government been treated with so much cynicism, so much deliberate evasion" as the three-hour rule.

Mr. Chaseman, Group W's vice president for programing and production, acknowledged that some "abuses" have taken place. He also said that the FCC itself has "waffled" on how the rule is to



Mr. Bleier speaks; Mr. Chaseman listens

be applied and even on whether it has real validity. However, he said, the rule has opened up prime time for some new and innovative programing, and it embodies a principle that ought to be upheld. "When the network was programing from 7:30 to 11," he said, "there was precious little opportunity for the local people to see themselves, or people like them, on TV." And, he acknowledged, there still isn't much—but the access rule has helped get more of it on the air, he said, and some stations have taken advantage of it.

To Mr. Bleier, on the other hand, the rule not only led by and large to less innovative programing, but also to a loss of audience—something "our competitors have never been able to do to us." The decline has been around 10%, he said, citing figures that indicate the drop is continuing this season.

'Love' conquers all. ABC's blockbuster movies continue to make sweet music in the New York and Los Angeles Nielsen overnights. The Sunday night (Oct. 1) showing of "Love Story" became the highest rated movie ever seen in New York (displacing "West Side Story," which was televised last February on NBC), with a 47.2 rating and 68 share. The picture's showing in Los Angeles drew a 43.2 rating and 62 share. ABC is banking on upcoming pictures like "Patton," "The Ten Commandments" and "True Grit" to keep the ratings pressure on the competition and solidify its claim to the title of "the quality movie network" (Broadcasting, Sept 25).

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