

to 60-minute programs, 31% to longer programs), the increase in theatrical motion pictures shown on television, and the prime-time-access rule, as well as "run-away production"—the desertion of motion-picture producers to foreign shores.

And the increasing use of movies and reruns, the draft concludes, "is most plausibly the result of network rivalry and market power. Consequently it is that market power which caused the rerun and movie-related unemployment increased movies and reruns were just the mechanism. The decline in employment from decreased original production due to the prime-time access rule is the result of regulatory action designed to deal with network power."

'Burnett' gains in rescheduling

CBS staple picks up heavy ratings after shift from Thursday to Saturday

CBS-TV's veteran *Carol Burnett Show* has emerged as the only success so far in the flurry of midseason time-slot shifts and January debuts on all three TV networks.

Since moving from Wednesday at 8 to Saturday at 10 last Dec. 16, *Carol Burnett* has been accumulating shares in the mid-30's (the latest Nielsen nationals, covering the Jan. 15-21 period, gives it a 20.9 rating and 36 share). This turnaround in *Carol Burnett's* fortunes could spell trouble for ABC's rotating series of melodramas *The Men*, which also was moved to Saturday at 10 (from its previous Thursday-at-9 time slot) but in the last few Nielsen books has been pre-empted by specials.

ABC has revamped its whole Saturday night line-up, bringing in two new situation comedies, *Here We Go Again* and *A Touch of Grace*, at 8 and 8:30 respectively and installing *The Julie Andrews Show* at 9. But if the latest Nielsen nationals are any indication, all three shows are candidates for cancellation at the end of this season. *Here We Go Again* had an 11.7 rating and a 17 share, *A Touch of Grace* had a 14.6 rating and 23 share, and *Julie Andrews* 12.7 and 20.

Another CBS show that has markedly increased its share of audience after shifting to another night is *The Sonny and Cher Comedy Hour* (from Friday at 8 to Wednesday at 8). If its ABC competition, *The Paul Lynde Show*, continues its downward trend, *Sonny and Cher* could consolidate its strong early numbers and cinch its chances for renewal in the fall. The other Wednesday-night shift is ABC's moving of the *Owen Marshall* courtroom dramas to 10, opposite CBS's highly rated private-eye series, *Cannon*. The current Niensens give *Owen Marshall* a 16.7 rating and 29 share, which is just about what it was doing when it was being shown on Thursday at 10.

Both *The Dick Van Dyke Show* and *Mannix* have improved their ratings somewhat since each show was moved up an hour on CBS's Sunday-night line-up.

The latest Niensens give Dick Van Dyke an 18.6 rating and 28 share and *Mannix* a 20.2 rating and 29 share. CBS's new Buddy Ebsen private-eye series, *Barnaby Jones*, 9:30-10:30 on Sunday, got under way a week ago yesterday (Jan. 28), and CBS-commissioned national Arbitrons show *Barnaby* with a substantial 38 share, giving it a strong first-place finish over the ABC movie, *Lawrence of Arabia*, and the "Hec Ramsey" episode of the *NBC Sunday Mystery Movie*. The Los Angeles Nielsen overnights back up the Arbitrons, whereas the New York Nielsen overnights put *Barnaby* a distant second behind *Lawrence of Arabia*.

CBS's one other time-slot shift, the long-running *Mission: Impossible* from Saturday at 10 to Friday at 8—has resulted in zero improvement, and the show is an almost certain bet for end-of-season cancellation, according to industry sources. The latest Nielsen nationals give *Mission* a 12.5 rating and 20 share.

ABC is crowing about the recent improvement in its Thursday-night ratings, which has resulted from the shifting of the offbeat western, *Kung Fu*, from its once-a-month, Saturday-night-at-8 slot to weekly duty Thursdays at 9, and the moving of the police series, *Streets of San Francisco*, from Saturday at 9 to Thursday at 10. *Kung Fu* logged an 18.2 national Nielsen rating and 26 share in its first week in the new time slot (Jan. 18), beating out the *CBS Thursday Movie* (a rerun of Alfred Hitchcock's 1958 "Vertigo") although losing to a celebrity-studded Jack Benny special on NBC (with its 32.6 rating and 47 share). *Streets of San Francisco's* first outing on Thursday was an equally impressive 18.1 national Nielsen rating and 31 share, which wasn't good enough to beat NBC's *Dean Martin Show* (21.1 rating and 36 share) but which kept the Hitchcock movie on CBS in third place.

The first Nielsen nationals on NBC's new variety hour, *The Bobby Darin Show* (which was the summer replacement for *Dean Martin*), on Friday at 10 are not encouraging. With a 12.6 rating and 22 share, Darin finished a dismal third behind ABC's long-running comedy show

Love American Style and the rerun of a 1956 Alfred Hitchcock movie, "The Man Who Knew Too Much" on CBS.

Tuesday Night at the Movies, from 8 to 10, NBC's replacement show for the canceled *Bonanza* and *The Bold Ones* premiered last week (Jan. 30) with a made-for-TV movie "Baffled." Both the New York and Los Angeles Nielsen overnights showed it in third place. NBC has one other new series—*Escape*, a Jack Webb production—slated as the midseason substitute for the ousted *Night Gallery* on Sundays, 10-10:30, but the show hasn't made its debut yet because the network has been running expanded two-hour versions of its 90-minute *Sunday Mystery Movie*.

The season-to-date Nielsen averages show NBC and CBS in a tie or virtual tie for first place, with CBS logging 19.7 rating and NBC either a 19.7 or a 19.6 depending on whose calculations are used.

Feb. 6-7 session with CPB to be key to PTV's future

Schenkkan-Breitenfeld report says all-out effort to negotiate compromise will be sought

The nation's public-television station managers last week were given a 20-minute "bare-bones" account in a closed-circuit telecast of what is being planned for their survival from a virtual takeover by the Corporation for Public Broadcasting. Robert F. Schenkkan, board chairman of the Public Broadcasting Service, and Dr. Frederick Breitenfeld Jr., vice chairman of the Educational Television Stations board, said that a governing council group consisting of eight public-TV representatives will meet with the CPB board in Washington Feb. 6 and 7, followed by a special meeting of the joint membership of PBS and the Educational Television Stations Division of the National Association of Educational Broadcasters to be held in Chicago, Feb. 15. The governing council group will include two public members of the PBS board and one public member of the NAEB board.

The closed-circuit announcements, coming in the wake of three days of PBS and ETS deliberations in San Diego (BROADCASTING, Jan. 29), went into little detail in the interest of avoiding prejudicial statements and by so doing jeopardizing the PBS-ETS case with CPB. Yet the public-broadcasting system in the country was said to be at "a crisis point" and it seemed implicit in the Schenkkan-Breitenfeld report to the station managers that the Feb. 6-7 meeting is to be a last-ditch effort to exhaust all conventional means of negotiating a compromise with CPB in its announced plan to take over jurisdiction in programming from PBS (BROADCASTING, Jan. 15). It also seemed evident from the closed-circuit report that the special Feb. 15 meeting of their membership, called by the boards of PBS and



The Carol Burnett Show