

## Closed Circuit®

**Wells for Whitehead?** Now that FCC political jockeying is in suspension with nominees for three slots awaiting Senate action, speculation shifts to future direction of Office of Telecommunications Policy. Clay T. Whitehead, director of White House advisory entity, has made known his intention to leave his \$40,000 post but has set no date. New deputy director, John Eger, former FCC attorney, was confirmed by Senate last month with understanding he won't be in immediate contention for Whitehead post. From one official quarter came suggestion that Robert Wells, Kansas Republican with minority ownerships in small newspapers and radio stations, might be importuned to return to Washington. He served on FCC from 1969 to 1971.

**Network competition.** TVS Television Network sources say that 10 stations affiliated with ABC-TV, 10 with NBC-TV and nine with CBS-TV will bump their networks' Thursday night programming from 9 p.m. to 11 p.m. NYT not only in July and August, when reruns are dominant, but also during September and October and into November (when new fall schedules will be fighting for audiences) to televise World Football League games. Thursday-night network defectors are said to include CBS-affiliated KHOU-TV Houston, WISH-TV Indianapolis and KOTV(TV) Tulsa, Okla. (all owned by Corinthian, which also owns TVS); ABC-affiliated WOI-TV Des Moines, Iowa; KETV-TV Omaha and WJKS-TV Jacksonville, Fla., and NBC-affiliated WAPI-TV Birmingham, Ala.; WRCB-TV Chattanooga and WROC-TV Rochester, N.Y.

Network shows bumped from Thursday will be rescheduled in other time periods, according to sources close to these negotiations. Schedule starts July 18, and total of 63 stations reportedly will carry all WFL televised games.

**Flop.** Poor showing at FCC's first regional conference in Atlanta last week (see page 7) may put hex on others that had been blueprinted across nation. Atlanta attendance of 200 was fifth of 1,000 that had been expected. Moreover, minority protests against meeting on Georgia Tech campus, instead of ghetto, dampened ardor of at least some FCC officials.

Regional meetings had been urged by FCC Chairman Richard Wiley presumably because of observations by some legislators, among them Chairman John Pastore (D-R.I.) of Senate Communications Subcommittee, who suggested FCC members and staff would do better meeting minority programming needs if they knew conditions at first hand.

**Awaiting full house.** Although FCC has postponed oral arguments on crossownership rulemaking from June 18-19 to July 24-26 (page 10), there'll be more delay if by then FCC still lacks full quota of seven commissioners.

**Pay in the sky.** Milwaukee venturers who year ago got rights to Sol Sagall's Teleglobe on-air pay television system (*Broadcasting*, March 19, 1973) now claim \$30 million line of credit and are talking of national pay network. Principals are Robert S. Block, owner of Milwaukee advertising agency, and Marvin L. Fishman, Milwaukee real estate developer. Their credit assertedly comes from wealthy Kohl

family in same city. They have construction permit for pay station on channel 24 Milwaukee, deals arranged or pending in Los Angeles and Philadelphia and plans for another 10 "acquisitions or affiliates very shortly," says Mr. Block. Target date for Milwaukee operation is spring 1975.

**New home.** Dinah Shore, whose Monday-Friday morning half-hour show on NBC-TV is being replaced by new game show ("Closed Circuit," May 20; see also page 21), will be host of new 90-minute daily talk show to be produced by CBS-owned television stations. CBS is dickering for syndicator to sell show to other stations for start in fall. Henry Jaffe, associated with Miss Shore since she was Sunday-night hit for Chevrolet on NBC-TV in fifties, will be executive producer. Leon Drew will be CBS executive in charge. Show will be taped before live audiences at CBS Television City, Hollywood.

**Digging for dirt.** FCC staff still has eye and ear out for program that would provide ground for charging licensee with violation of obscenity statute. It's understood that several possible forfeiture cases have been submitted to general counsel's office for referral to Justice Department to determine whether Justice would back up commission if licensee chose to go to court rather than pay fine. Cases are said to involve song lyrics and language used on talk shows — but not topless radio; broadcasters, staffers say, are "bending over backward" to avoid kind of controversy sex-oriented talk created year ago.

**Hours and minutes.** Schedule of network minutes NBC-TV will make available to affiliates for local political commercials in 1974 campaign has been set. They total five minutes per week, same as in last off-year elections, extending from Sept. 9 through election eve, Nov. 4. Affiliates will have one minute at end of each of these shows: *Monday Night at Movies* (9-11 p.m. NYT), *Lucas Tanner* (Wednesday, 9-10), *Rangers* (Thursday, 8-9), *Policewoman* (Friday, 10-11) and *Emergency* (Saturday, 8-9).

There are also some other times for NBC-TV affiliates to keep in mind. They're eight dates on which network does not plan to program Saturday, 7-8 p.m. NYT period next season under its controversial decision to make that time NBC News's permanent "home" (story page 46). Affiliates carrying new news hour — their number still far from certain — will have that hour for themselves (though NBC will also feed repeats of children's specials for any affiliates preferring them) on Sept. 14, Oct. 19, Nov. 2, Feb. 15, April 26, June 7, July 15 and Aug. 9.

**Hot properties.** Preliminary reading on series chosen for prime-access slots for next season indicates that programs with top sales for stations currently are *Let's Make A Deal*, *Hollywood Squares*, *Price Is Right*, *Treasure Hunt*, *Name That Tune*, *Candid Camera*, *\$25,000 Pyramid* and *Masquerade Party*, while leading barter entries are *Wild Kingdom*, *Police Surgeon*, *Survival* and *Wild, Wild World of Animals*. Though not announced, second-year production of *Ozzie's Girls* (now in 88 markets) and introduction of *X-Factor* (in what was to have been Procter & Gamble's entry into barter syndication) have been dropped because new FCC prime-access regulation militated against network O&O sales.