

attack by challengers.

The report claimed that in contrast, Mr. Wells declined to use that yardstick in noncomparative renewal hearings, where charges were brought by citizen groups. "Mr. Wells was indifferent to virtually all concentration issues raised by station trading," the report goes on to say. He would not interfere with transfers regardless of the local, regional or national concentration-of-control issues involved, the report added.

In the instances where Mr. Wells wrote a majority opinion for the commission denying renewal, said the study, it was always on the grounds of technical failures, fraudulent commercial practices or misrepresentations to the FCC. He never voted for sanctions against large group broadcasters, added the report.

With regard to cable television, the report claimed, Mr. Wells "consistently" voted against cable operators or any expansion of cable service. He dissented in all cases involving a direct broadcaster/cable operator confrontation such as signal

importation or exclusivity protection and Mr. Wells dissented to even taking up the three major cable rulemakings (distant signal importation, federal/state/local state cable regulation and program availability) initiated during his tenure, noted the report.

With respect to the fairness-doctrine issue, Mr. Wells opted in virtually every proceeding (11) for lesser burdens on licensees and against citizen groups seeking greater diversity, said the report. In only two fairness-doctrine cases did Mr. Wells vote for the complainant. One case involved a political issue where then-President Richard Nixon had used prime time on five occasions to express administration views on Southeast Asia, and the other case was a nonproduct ad on the country's need for oil.

Another question raised by Mr. Kramer's study concerned Mr. Wells's commitment to equal employment opportunity and nondiscrimination. In the four years since Mr. Wells left the commission and has resumed "stewardship"

of the five Harris stations, said the report, those stations still do not have a single full-time minority employe in a top level position. The record for women is "scarcely better," added the report.

Mr. Kramer's study acknowledged that there are many possible answers to some of the issues raised. The point, it emphasized, is there are many important questions that still need to be asked.

BBDO weighs season that's about to start

It sees action, comedy on ABC, 'balance' on CBS, same mixture on NBC that worked in 1974-75

ABC-TV, trying to catch up in the approaching fall season, "is beefing up the two areas that are the most popular this season," increasing action/adventure/mystery to fill exactly half of its evening schedule and expanding situation comedies slightly. It's not particularly dominant on any night but is scheduling to gather strength throughout the week, and it "does have a particularly strong movie list this year and could find renewed strength in many movie time periods."

Those evaluations are from BBDO's new "General Information Report: Night-time Network Television," which it publishes annually for its client and agency personnel just before the start of a new season. This year's volume also includes these views on the other networks:

CBS-TV "has a balance of programing which the other networks do not." It "looks to be dominant on both Monday and Saturday night," and with a strong movie to follow *The Waltons* it might take Thursday night as well.

NBC "has the least over-all balance in programing" of all three networks but its proportions are about the same as those that succeeded for it during the past year: 50% action/adventure/mystery, one-fourth drama, one-fourth situation comedy and movies. Friday will again be its strongest night: "Other time periods are strong but no other night dominates the schedule."

Actually, BBDO's examination of network trends in scheduling occupies only three of the new volume's 148 pages, which predominantly are devoted to statistical reports on program types, for example: summaries of trends within the different types, production credits on all regularly scheduled prime-time shows and short summaries of such topics as Bicentennial program plans, prime access time and family-viewing time.

Over-all, the report said, action/adventure/mystery will be as strong as during the past year, occupying 40.9% of the nighttime schedule, while the rest of the time is divided 50-50 between general and family drama and situation comedies and movies. Movies, it notes, will be down by almost one-third, from approximately 30 half-hours a week to approximately 20.

In Brief

FCC may soon have as many as nine professional staffers working full or parttime on children's TV matters, according to letter from Chairman Richard E. Wiley to House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). Mr. Wiley said he is in process of selecting full-timer in addition to five already "actively concerned." They are: Paul Putney, assistant chief, Broadcast Bureau; Johathan David, Broadcast Bureau; Charles H. Bell, Office of General Counsel; Lawrence Secrest, chairman's assistant, and Robert Blau, economist in Office of Plans and Policy. General Counsel Ashton Hardy is in charge of liaison between FCC and Federal Trade Commission on children's advertising matters. In addition, FCC has requested seven additional positions in Plans and Policy, two to be policy analysts "available as needed" to work on children's TV. ■ **FCC has modified signal carriage rules** to allow CATV systems to begin carriage of any TV station's late-night programs at sign-off of last local "must carry" station or at 1 a.m. Eastern or Pacific time and midnight in Central and Mountain time zones. Change was made to avoid problems of carrying late-night programing "in progress" or blanking screen until next show starts, as cable operators claimed present rules required. In letter to "stockholders and friends," **Lawrence Grossman, head of Forum Communications**, expressed determination to press fight for channel 11 WPIX(TV) New York. He called initial decision against Forum "disgraceful," adding: "We've turned the tide before and gotten WPIX's license renewal rescinded. If we live long enough, we expect to turn the tide again and get it revoked." Agreement to end contest between Forum and WPIX was rejected by FCC several weeks ago (BROADCASTING, Aug. 4). Commerce Department staff will report to Secretary Oct. 31 on **ways to reverse currently unfavorable balance of trade in telecommunications hardware** and to open doors to spread of advanced technology—two-way cable, for example—in this country. Project is headed by Betsy Ancker-Johnson, assistant secretary for science and technology. Staff held interviews last week with AT&T, Comsat, General Electric, Motorola and National Cable TV Association. ■ **National Association of Broadcasters** has petitioned FCC for reconsideration of cable rules as they apply to sports carriage. NAB says same-day rule will cause adverse impact on local sporting events as well as local broadcasters. ■ **Neil Vander Dussen**, RCA division VP, broadcast systems, given additional responsibility for international business in broadcast systems and for RCA Film Recording Systems at Burbank, Calif. **Jack F. Underwood**, division VP, mobile communications systems, also gets new international responsibility. Both international assignments were formerly handled by **Joseph F. Ulasewicz**, who has been named to new post of division VP, product operations, and will be responsible for broadcast systems division's product management and product engineering activities.