

thinking of calling it quits, now assures that he's committed to the show for as long as it's in demand. The daytime version of *Deal* has been a fixture on ABC-TV as a strip series since 1968-69. The nighttime version, once an ABC-TV weekly prime-time program, now is sold in syndication.

Though Mr. Hall comes away with most of the publicity given to the production company, Stefan Hatots is an equal partner who handles the day-to-day operation. An experienced producer-director, he once wrote for the radio versions of *The Lone Ranger* and *The Green Hornet*.

Stu Billett, producer, is directly responsible for the development of new projects for Hatots-Hall. It was Mr. Billett who developed *Split Second*, subsequently producing the pilot and the first cycle of programs.

### Program Briefs

**Picked.** Cartridge Television Inc., New York, has appointed ABC Records and Tape Sales, Seattle, subsidiary of ABC Inc., as national distributor of video-tape cartridges to be played on Cartrivision video-tape system. Cartridge Television said its system is now on sale at more than 500 stores in 20 large U.S. cities and ABC subsidiary will service these stores and others.

**Not bad, McGee!** Charles Michelson Inc., New York, and NBC, copyright owner, have decided to place into radio syndication 26 additional half-hour episodes of *Fibber McGee & Molly*, originally produced in 1938. Last May Michelson released 26 segments and has sold them in 42 markets.

**Hawks roost beside Braves.** WTCG(TV) Atlanta has made another major acquisition of rights from a local sports franchise. Ch. 17 independent on Oct. 2 signed three-year pact with Atlanta Hawks of the National Basketball Association. 1972-73 TV schedule calls for 25 games in prime time beginning last Tuesday (Oct. 10). Skip Caray is doing play-by-plays being sponsored by Coca-Cola, Eastern Air Lines, Carling Beer and First National Bank of Atlanta. WTCG last June picked up rights to Atlanta Braves baseball for five years, commencing with 50 telecasts in 1973.

**Brisk abroad for MPC.** Metromedia Producers Corp., New York, reported last week that international sales for six months ended last Sept. 30 rose 54% over same period year ago. Ken Joseph, executive vice president in charge of worldwide syndication, said foreign sales were paced by nine made-for-TV features which were sold in more than 30 markets. Other programming cited by Mr. Joseph: *The Undersea World of Jacques Cousteau*, sold in 11 countries; *Untamed World*, sold in 32 countries and *Primus*, in more than 40 overseas markets.

### CTW facts and figures

**Accounting shows 'Sesame Street,' 'Electric Company' reaching 13 million in '71-72 at costs of \$10 million**

The Children's Television Workshop has produced its first annual report, starring CTW's well-known products, *Sesame Street* and *The Electric Company*. With financial and other data, the report traces the origins and details the impact of the two educational programs.

*Sesame Street* is shown to have reached a record nine million U.S. preschoolers in 1971-72, its third season. The report reveals that the program is now being carried in English in 48 other countries and that versions of the program are now being produced in Spanish, Portuguese and German.

CTW's report says that *The Electric Company*, designed to reach children in the second through fourth grades, reached more than four million youngsters in its first season in 1971-72. CTW claims that both programs are "educational bargains," with *Sesame Street* costing about 42 cents per viewer for the year, and *The Electric Company*, about \$1.10 per viewer in its first year.

The report also shows CTW received \$8,371,000 in funds from 1968 to 1970; \$5,343,000 in 1970-71; \$11,415,700 in 1971-72, and during these periods, CTW spent \$6,859,000, \$6,768,000 and \$10,951,000, respectively.

## Government-owned CATV is pushed in Washington suburb

**Newspaper supplement pictures cable as connecting computerized homes, and it plugs county's proposal; NCTA sees threat in municipal cables**

Promotion for the idea of a municipally owned cable TV system came last week to the front doors of many Washington suburbanites in Montgomery county, Md.—virtually in the backyard of the National Cable Television Association, which is historically opposed to government ownership of CATV.

Delivered with the Oct. 9 *Washington Evening Star* and *Daily News* was a four-page tabloid published by the county government and ostensibly aimed at acquainting residents with cable television. The principal thrust of the 10 articles plus pictures, however, was openly pro-municipal ownership. This reflected the position taken just 45 days ago by James P. Gleason, county executive (BROADCASTING, Aug. 21). At that time, Mr. Gleason foresaw revenues to the county of \$11.5 million yearly if all of the county's 160,000 homes were wired. In last week's tabloid, net profits after a 10-year period were estimated at \$3,155,000 annually on an aggregate capital investment over that decade of almost \$16.5 million.

Besides promoting the concept of government ownership of CATV, the tabloid in a number of dramatic sidebar stories holds out the potential of cable TV for myriad other services—shopping, education, emergency, etc.

One article relates the simulated story of a mother whose two-year-old has swallowed the contents of a bottle of household cleanser.

"Mother strikes a button on her cable equipped, two-way channel television set," the article continues. "Immediately she is connected, through a computer center, with a special section of a Montgomery county hospital or to a county health agency. Messages fly back and forth in split seconds. . . ."

David H. Foster, president of NCTA, told BROADCASTING last week that he considers municipal ownership one of the principal threats to the growth of privately-owned cable TV. Some municipal officials, he said, have the "naive" hope that cable "is some sort of gold mine that's going to fill the strained city coffers and solve all the cities' financial problems."

Stating that city officials do not seem to have a clear picture of the complexities of cable-TV operation, Mr. Foster zeroed in on what he called his major concern: "The problem of government ownership of communications media." Government and media, he added, have "a sort of arms-length relationship." "I fail to see," he said, "how this delicate relationship

BETTER THAN BROADCAST QUALITY

tape to tape,  
film to tape,  
tape to film  
transfers



Our new equipment produces  
3 copies of a 60 minute program  
in 6 minutes. Faster delivery  
at bigger savings for you.

byron COLOR-CORRECT®

65 K St., N.E., Wash., D.C. 20002 (202) 783-2700

World's Most Sophisticated  
Video Tape and Film Laboratories