

Wouldn't it be lovely. "Why can't the English?" Professor Higgins asked. Apparently most can and do, but in a recent report to the government-appointed committee to study the future of British broadcasting, a prominent British psychiatrist recommends that television show explicit sex scenes, with instructions and practical demonstrations, to combat frigidity and impotence. Dr. Richard Fox, broadcaster, author, consulting psychiatrist to the Samaritans social welfare organization and father of five, is of the televised - violence - breeds - violence school. It follows, he suggests, that healthy doses of sexual scenes "can lead to happier love lives. Love, in all its aspects, is a thing of which the modern world cannot have too much." Mary Whitehouse, general secretary of the British National Viewers and Listeners Association, disagrees. An opponent of permissiveness in programming on the home screen, she says "the idea of putting such explicit material on television is both irresponsible and silly."

prime-access time and as a challenge to network fare. He anticipated wide acceptance among stations for access scheduling—with 6:30 or 7 p.m. starts in view of the hour length—and also as a backup for any network prime-time entries that fail. He thought a number of stations would buy the series but delay starting it for a few weeks to see if any network series prove weak, then work it into the prime-time schedule as a substitute.

Mr. Mandell said *Space: 1999* had been in development for almost two years and that Sir Lew Grade, the British showman who heads the complex of which ITC is a part, had initially approved his recommendation of the project "only on one condition—that it be the best space science-fiction program ever produced for television."

The series is the first that ITC has specifically custom-tailored for American audiences, Mr. Mandell said, and also represents "the highest budget for an hour series that ITC has ever committed in 20 years of production."

It stars Martin Landau and Barbara Bain, who last worked together on the long-running *Mission: Impossible*, and Barry Morse, whose TV credits include a prominent role in *The Fugitive*. Mr. Mandell said science-fiction and TV writers were commissioned to submit scripts, George Bellak was retained as story editor, and Lee H. Katzin, Charles Crichton and other leading directors were hired to do episodes. Gerry and Sylvia Anderson are the producers. Fashion designer Rudi Gernreich created the costumes.

Mr. Mandell said the series has "more sets than any other television series ever had," including "new planets or locations" in every episode.

ITC is able to spend this kind of money on programming, far above average, Mr. Mandell explained, because ITC produces for and sells to countries around the

world and hence has a world market in which to recoup its costs. Italy's RAI TV system is associated with ITC in *Space: 1999*.

Mr. Mandell said his company would start selling *Space: 1999* today (Jan. 20) and that, unlike many syndicators with new product, would not make sales contingent on one or more of the network O&O groups' buying the series.

The story deals with an international group based on the moon, which is blasted out of earth's orbit by an atomic explosion and becomes in effect an interplanetary vehicle whose occupants search for a compatible planet and confront unknown forces.

News cues the music on New York FM show

Radio satire is alive and well and living in Long Island.

Every Monday through Friday, at about five minutes after midnight, WTFM (FM) Lake Success, N.Y., (whose signal is picked up easily throughout the greater New York area) chimes in with *Fred Darwin's All-Electric Radio Hour*. The format of the show, which has been on the air for six months and runs about 30 minutes each night, consists basically of a straight news item (mostly correspondents' reports taken from that day's UPI Audio feed) followed by some bit of humorous commentary, usually in the form of an album cut of a popular show tune.

For example, the report of President Ford's pardon of Richard Nixon was followed by a lush arrangement of "What Can I Say, Dear, After I Say I'm Sorry." And the announcement of Wilbur Mills's resignation as chairman of the House Ways and Means Committee was backed by a full-throated baritone rendition of the title song from the Broadway musical "Fanny."

"It's like putting together an album every day," says Fred Darwin, who is nominally the news director of WTFM but who now spends his workdays gathering material for the satirical show. Mr. Darwin is a veteran radio newsman who for the past 10 years did nightly three-minute news commentaries for the station. He regards his *All-Electric Radio Hour* (so named because the show is often punctuated with Moog synthesizer versions of everything from Beethoven to Scott Joplin) as a sort of playful elaboration of those commentaries, with "special appeal to the after-midnight New York audience."

"The station has deliberately avoided doing any promotion or publicity," he says, "because my bosses want to see if the show can attract an audience on its own." The only ratings in so far, he says, show a doubling of WTFM's audience last July and August over the same period in 1973. If the fall ratings continue to show gains, WTFM's sales people will start going after "the audience-response accounts, the ones that the radio personality would read and would identify with," says Mr. Darwin.

WWJ-TV breaks ice

'Millionaire drawing' covered as sponsored programing

WWJ-TV Detroit lays claim to being the first broadcast outlet to take advantage of new legislation allowing broadcast of lottery information and advertising (BROADCASTING, Jan. 6).

The station broadcast the 16th "millionaire drawing" of the Michigan lottery, 7:30-8 p.m. on Jan. 13.

The fact that the "millionaire" phase of the lottery occurs only occasionally, and the size of the winnings involved prompted WWJ-TV to carry the proceeding as sponsored programing, but without any lottery advertising (still forbidden under the National Association of Broadcasters code). All spots for the half hour were sold out.

Future station plans for lottery broadcasts hinge on NAB board action on code revision. No lottery advertising has yet been sold on the station.



M...l...C... *The Mickey Mouse Club*, originally telecast on ABC-TV from 1955 to 1957, returns to stations in 54 markets today (Jan. 20). According to Stanley Moger, the executive vice president of SFM Media Service Corp., New York, which is bartering the 390 half-hours on behalf of Walt Disney Productions, the two national minutes on the series have already been sold for the first 26 weeks to: GAF Viewmaster, General Foods, Lakeside Mego toys, Nabisco, Colgate, Hasbro toys, Sunshine Biscuit and Kentucky Fried Chicken. The rate-card price for a national minute is \$10,000. The stations get the show free, and are given four minutes within each half hour to sell locally. Among the stations carrying the series five days a week (most of them in late-afternoon time periods) are WNEW(TV) New York, KTTV(TV) Los Angeles, WGN-TV Chicago, WKBS(TV) Philadelphia, WSBK(TV) Boston and CKLW-TV Windsor, Ont.-Detroit.