

Robert J. Burton Award for "I Never Promised You a Rose Garden" on Oct. 12, in Nashville.

Eighty writers and 65 publishers were presented Broadcast Music Inc. citations of achievement as recognition of accomplishments in country music during the 1970-71 broadcast year. The Robert J. Burton award, honoring the late president of BMI, is presented to the author of the most-performed country song of the year.

Disney series bought by NBC-owned TV's

NBC-owned television stations will make their first replacement of a series carried in the 7:30-8 p.m. period under the FCC prime-time access rule in January 1972 when *The Mouse Factory*, a family series created by Walt Disney Productions, will be introduced into the schedules of the five outlets.

An NBC spokesman said last week that each of the stations will determine the weeknight *Mouse Factory* will be telecast from 7:30-8 p.m. and added there is no indication which program or programs will be dropped to make room for the Disney series. He said that each of the stations now presents, in the 7:30-8 p.m. period, *Dr. Simon Locke* on Monday; locally-produced programs on Tuesday; *Primus* on Wednesday; *Lassie* on Thursday and *NFL Game of the Week* on Friday. In addition, the stations carry *Monty Nash* on Friday, 10:30-11 p.m.; *National Geographic* specials on Saturday, 7-8 p.m. and *Wild Kingdom* on Sunday, 7-7:30 p.m.

The new Disney program will combine animation, live action and nature footage, with some from the company's theatrical releases and some specially produced for the series. Buena Vista Distribution Co., a Disney subsidiary, will handle syndication in other markets.

NBC-owned television stations are WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles.

'Groove Tube': It only hurts when . . .

Washington's first video-tape theater made its debut on Oct. 15 with a satirical look into the world of television. And when reflected in the mocking mirror of *Groove Tube*, the medium came out a trifle less than the fairest of them all.

Groove Tube is the creation of Kenneth Shapiro, child actor who each week mischievously smacked comedian Milton Berle with a powder puff. The program is being brought to Washington by Vitreous Humor, a local "videofreak" group, which envisions video tape as the successor to film as an art form and political forum. In its finest moments *Groove Tube* probes news, sports, children's programming, commercials—little eludes its grasp.

The program opened nearly five years ago in a Greenwich Village (New York) theater called Channel One. About 18 months ago the program was placed in syndication and is presently appearing in San Francisco, Chicago and Boston.

One segment, "Krämp TV Kitchen," has been shown over National Educational Television's *The Great American Dream Machine*. In it two obedient hands follow ridiculous recipe instructions to produce a "Fourth of July Heritage Loaf" anyone would renounce.

Children's programs are spoofed with the arrival of KOKO, the Clown. During "make believe time," when parents are supposed to be out of the room, KOKO takes requests from the little viewers for readings from books like "Fanny Hill" and deSade's "Philosophy of the Bedroom."

Commercials find no special favor here. Clorets breath freshener is the target of one jibe. "Put an onion, a man and a crowded bus together," says the announcer, as a re-enactment flashes across the screen. The man gets nasty looks from all around. "Now put an onion, a man, a crowded bus and Clorets together," the announcer con-

tinues. The man still gets nasty looks.

Although *Groove Tube* calls it like it is—or rather, couldn't possibly be—it leaves no doubt in the viewer's mind that its imitation of television is far from the highest form of flattery.

Children's TV hearings on delayed timetable

Representative Torbert H. Macdonald (D-Mass.) has been planning to hold hearings on children's television ever since he announced he would continue to serve as chairman of the House Communications Subcommittee in the 92d Congress. That was eight months ago (BROADCASTING, March 1). Those plans have not changed, but the timetable for hearings has.

A spokesman said last week that Mr. Macdonald had planned to hold the hearings this week, but that other matters pending before the parent Commerce Committee, Mr. Macdonald's appearance before the House Rules Committee on political-spending legislation (see page 23) and the possibility that that legislation may reach the House floor in a few weeks may postpone the hearings until next year.

By waiting until then, the spokesman noted, the subcommittee will have the results of the surgeon general's report on the effects of TV violence, which is due by the end of the year, and the benefit of the inquiry into advertising begun last month by the Federal Trade Commission (BROADCASTING, Oct. 25).

At oversight hearings last April, Mr. Macdonald chided the FCC for not doing more about children's programming and suggested that the commission set up a special unit to deal with the problem. When the commission established such a unit, Mr. Macdonald hailed the move but said it would not change his plans to hold hearings (BROADCASTING, Sept. 20).

Cox to produce children's show

Cox Broadcasting Corp. has announced plans to produce a "meaningful" children's program, *Once Upon a Nation*, in cooperation with Cox-owned WUC-TV Pittsburgh and Scollon Productions, Cleveland.

Michael S. Kievman, vice president for programming of Atlanta-based Cox, said: "We plan to produce a 30-minute program that will appeal to pre-school and grade-school children. The program will be an educational, entertaining musical which will relate exciting American history in a new way."

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