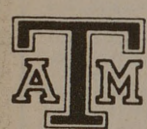


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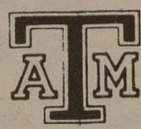
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TV considers change

New ratings designed

United Press International
DALLAS — The showing of blockbusters by all three major television networks at the same time, which vexes both audiences and advertisers, could be eliminated under a rating system change under consideration.

In a panel discussion Tuesday at the National Association of Broadcasters convention, television and rating company executives said the industry was interested in extending the scope of television ratings from the current 16 weeks per year to a year-round basis.

Supporters of the plan contend it would benefit television viewers, advertisers and the stations, themselves. So far only CBS has requested expansion of the ratings system.

The networks, whose profits rise and fall on the strength of their ratings, would not be required to engage in boom-and-bust programming, proponents said.

thereby eliminating the televising of big shows by all three networks at the same time.

Advertisers would have more data on which to make decisions and the stations would not have to bear the onus of a bad set of ratings for a period of months, the supporters said.

However, several workshop participants were adamant in their view the television industry should continue to be served by a competitive ratings industry.

Adam Young, of Adam Young Inc., said the proposed new rating system constituted a "revolution" in the television industry and told a CBS representative the firm had a responsibility to consider the ramifications on the entire industry before moving ahead with the plan for an expanded rating system.

Representatives of the rating firms A.C. Nielsen Co. and Arbitron also agreed Tuesday the switch to

year-round audience measurement could destroy the competitive nature of the current ratings industry.

Both firms have submitted proposals for the proposed new system to CBS.

Convict says he's no hero

United Press International
ATMORE, Ala. — John L. Evans III is ready to die in the electric chair, but he doesn't want one to think him a hero.

"A lot of kids out there are associating with this thing and think a life of crime is great," Evans said in an interview Tuesday. "This is wrong and they need to be told that right now. I'm fixing to die because I was stupid enough to take a chance on losing my freedom."

The execution next Friday will be the first in Alabama since 1965, the second in the United States since Gary Wayne Gilmore's death by firing squad in Utah.

Evans, 29, was convicted in 1976 of shooting a Mobile pawnbroker in the back after robbing him.

The Beaumont native said he has been deluged with letters from young people, especially the teenagers, who see him as a hero.

"I want them to know that there are laws in society and there will be," he said. "If they think they can beat the system, they're wrong. This is the only place they can get away with it."

Evans accused reporters of trying to sensationalize his case. "The wrong message is going across. Everybody is worried about making a buck off me going to the electric chair. They have made it into a glorious affair and turned it into a circus."

Evans never fought his death sentence, except for a brief period in 1978 when he wanted to change the execution method to injection of drugs. Lawyers, acting against his wishes, have been unsuccessful in appeals to the state and U.S. supreme courts.

"The easy part of the whole thing is dying," he said. "The hard part, I just want to get over with."

The condemned man was asked to answer questions in a brick room from which viewers will view his execution in Halls Prison's bright yellow electric chair.

As he talked Tuesday, prison officials reviewed procedures for the execution and checked on the operation of the chair.

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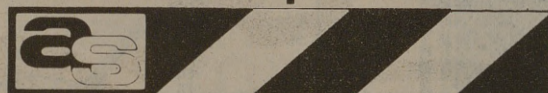
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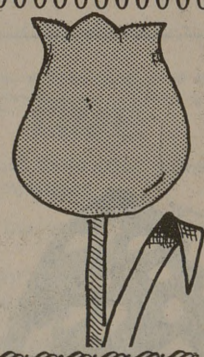
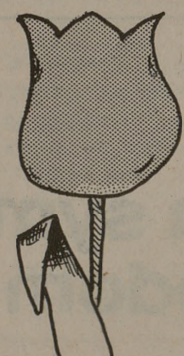
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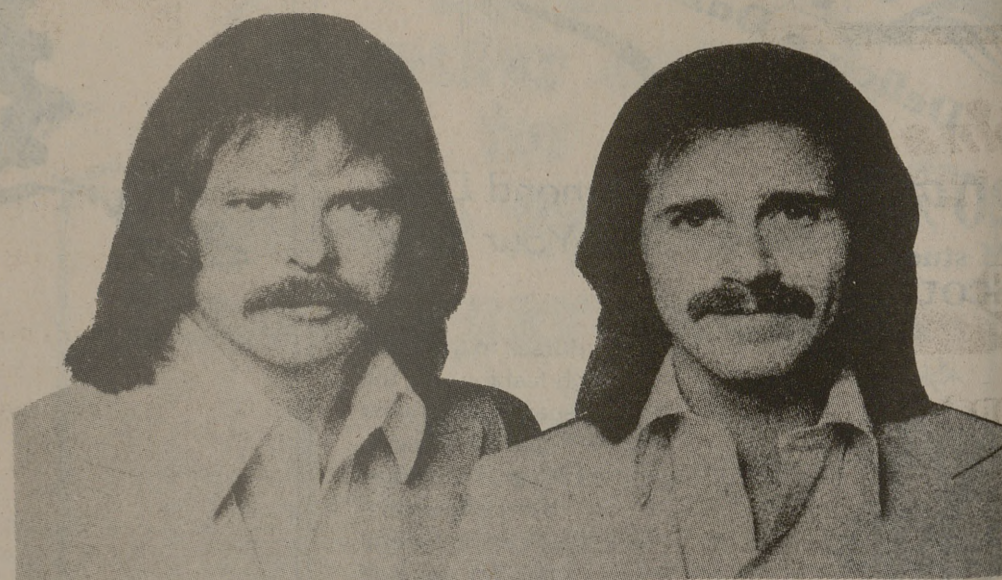
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