These figures were derived from comparisons of January-February reports for 12 markets with averages for 1973 reports. New procedure, field-tested in 1973 and put into effect in January 1974, requires interviewers to "start over" after visiting 24 households, reinterviewing those interviewed on first round to pick up respondents not present on first visit and calling again on households not at home on initial round.

'Ad' infinitum. Bozell & Jacobs Inc. has acquired the Oakland Griffin Groups, Minneapolis, to serve as new product center for agency. With Minneapolis acquisition, B&J's total operation comprises 14 cities in the U.S., two in Canada, one each in Mexico, Hong Kong and Philippines, as well as affiliation with Worldwide Advertising and Marketing Ltd. in western Europe.

New agency. Poppe Tyson Inc., New York, has been formed as agency specializing in business and industrial advertising with billings and fees of about $7.5 million. It will operate as division of De Garmo Inc., New York, and results from merger of O. S. Tyson Inc., New York, with Complan Inc., division of De Garmo. Headquarters for Poppe Tyson is at 475 Park Avenue South, New York.

Rep appointment. WCBG(AM) Chambersburg, Pa.: Jack Masla & Co., New York (Dome & Associates continues to handle station in Philadelphia, Pittsburgh and Baltimore).

Cablecasting

Cable, broadcasters exchange salvos on exclusivity

CATV interests claim multiplicity of channels calls for change; broadcasters charge changes would endanger free enterprise

Although the FCC has extended the deadline for comments until next month, it received a number of filings last week from broadcasters and cable operators on network program exclusivity.

Cable operators predictably argued for limits or an end to exclusivity. The multiplicity of channels available on cable "has made geographic broadcast monopolization arising from the scarcity of television channels available for public viewing an anachronism maintained only by protectionist FCC rules," the California Community Television Association said.

While maintaining that there has been no evidence of adverse economic impact by cable on broadcasting, as feared by station owners, it urged the commission to balance whatever impact there may be against "the enormous inconvenience to the public" of what it said are exclusivity-induced problems—"having channels go blank, programs cut short, interrupted or started late" and others. Such problems, the association said, draw more complaints from the public than any other source and create "tremendous bad will toward cable systems"—feelings, it said, that are translated into disconnections and loss of revenues.

The arguments of the California group were put more tersely by C-A Cablevision of Carlsbad, N.M., which called for an end to all exclusivity protection. "This is against the American way of life and free enterprise," C-A said. If an operator is willing to pay for equipment and microwave to bring in new signals, it said, "he should be allowed to do so."

Free enterprise was also the concern of a swarm of angry broadcasters, especially those in small markets who felt that any loss of protection would expose them unfairly to competition from major-market stations. "If the cable system is permitted to carry other CBS stations," said KOOL Radio Television Inc., licensee of CBS-affiliated KOOL-TV Phoenix, "or is permitted to carry programs that we finance in competition with our own station, it will put us at an unfair disadvantage. It will put us in competition with ourselves." KOOL charged that cable interests, by proposing the exclusivity rulemaking, were abandoning the nonduplication "consensus" hammered out in 1972 by broadcasters and cable operators. That agreement, KOOL said, has not had a fair trial in just two years, and it said the FCC should "encourage rather than undermine" the type of negotiations that led to the consensus.

Of special concern to the broadcasters was a proposal that would reduce a station's protection from its grade B contour to its 35-mile "specified zone. That change, Horizons Communications Corp. of Wisconsin said, would be especially harmful to broadcasters in rural areas where audiences are spread over wide geographic areas. Instead, the group station owner proposed a zone system in which the zone would increase in inverse proportion to the size of the station's community. An average zone in a small market, it said, would extend about 60 miles from the station. Horizons also called for stricter sanctions on systems violating exclusivity standards.

The intensity of the broadcasters' aversion to change was depicted graphically in a filing by Four States Television Inc., licensee of KIVA-TV Farmington, N.M. That filing included a photocopy of the key to the front door of KIVA-TV. "If the commission allows further deterioration of the protection afforded this local station against the creeping encroachment of cable into our market," the company president, Gerald R. Proctor, said, "I might as well lock the front door and send you the key because local television will be a lost cause in Farmington . . . "

Walbridge damns Yankees on pay cable

The FCC has been asked to end the pay-cable distribution of New York Yankee baseball games. Willard E. Walbridge, chairman of the National Association of Broadcasters' Special Committee on Pay Television, says the distribution, by Home Box Office Corp., to systems in New York, New Jersey and Pennsylvania, violates the commission's antisiphoning rules. However, the commission, officials say, is not so sure.

Mr. Walbridge made his request to the commission in a letter to Chairman Richard E. Wiley, in which he said that WPIX-TV New York has over the years broadcast a substantial number of home and away Yankees games each season. Accordingly, he said, "it has been our understanding that these games would be unavailable" for pay cable under the commission's rules. The rules bar pay-cable's use of sports events seen on free television in the preceding two years.

Home Box Office is distributing some of the games not broadcast by WPIX-TV.

"This pay cable entrepreneur would seek to differentiate between games played on certain days of the week," Mr. Walbridge wrote. "If he is allowed to proceed, then you can see that the variety of pretexts to undermine the rules is infinite. Even the present home and away classifications within the same sport stretches the original intent . . ."

He added that the situation indicates how much the public can rely on the assertion of pay-cable operators that they do not seek to siphon away sports events now seen on free television. He said his committee believes the FCC should enforce existing rules "lest this pattern develop a precedent which would be damaging and detrimental to the public interest."

Commission officials who have been