

much about the well-intentioned bureaucratic erosion of a free press as they have about poorly intentioned attempts at press censorship."

DuPont-Columbia jurors, led by Elie Abel, dean of Columbia Graduate School of Journalism and former NBC newsman, announced current (1973-74) award winners month ago (*Broadcasting*, Feb. 3) "Survey," edited by Marvin Barrett, is based on two years of research under direction of Louis G. Cowan, Columbia School of Journalism's director of special projects and former president of CBS-TV, and it will be published March 24 by Thomas Y. Crowell Co., New York, under title "Moments of Truth?" (paperback, \$3.50).

Split widens between FCC and OTP on need for new cable legislation

Debate between FCC and Office of Telecommunications Policy over OTP's draft cable bill broke into open last week, and in some heat — at least on OTP's side.

Two state cable association meetings 700 miles apart provided forums. FCC Chairman Richard E. Wiley, at Georgia association meeting in Atlanta last Thursday, talked of his dedication to re-regulation — simplifying, amending or deleting existing rules — and said specifically he has asked staff to prepare rulemaking looking to modification or repeal of commission's antileapfrogging rules. He said he questions whether rules are accomplishing their stated objective or are in public interest.

He also expressed view that number of requirements scheduled to be imposed on cable by 1977 — that they have 20 channel, access-channel and two way capacity, among others — should be not only deferred but "substantially modified." This kind of rethinking and changing of rules, he said, "is the genius of the administrative process." And it is primarily for that reason, he said, that he disagrees "with my good friend, John Eger, in connection with the proposed OTP legislation for cable."

Mr. Eger, acting director of OTP, in Dallas on Friday for meeting of Texas association, described OTP's proposal as one that would substitute competition of marketplace for government regulation. Congress would legislate basic framework of regulation, and commission's role in filling in gaps would be minimal; adjudication involving cable systems would be left to courts.

Mr. Eger also said Congress is proper forum for debate over cable. And, in hotter passages deleted on delivery, he said, "Cable's future can no longer be negotiated and compromised between the FCC and the affected industries. We've all gone as far as we can go in the back hallways and smoke-filled rooms of the regulatory power structure. The outcome of the debate is too important for the public, and the public's representatives in Congress, not to see the issues debated out in the open."

And he sees little evidence of "the genius of the administrative process" that Chairman Wiley described. "Business as usual" at FCC, Mr. Eger said, means "a Cable Bureau growing at a faster rate than the cable industry; a regulatory process that makes the rules and waives the rules as it goes along — leaving you scratching your head with one hand and keeping hold of your wallet with the other; and a drawn-out, never ending, elaborate dance in which you take one step forward and two backward." That was deleted also.

No go on WRVR buy

Negotiations have collapsed between GAF Corp. and Riverside Broadcasting (Riverside Church), licensee of WRVR(FM) New York, for GAF to buy jazz-oriented station and turn it into full-time classical outlet. Richard Clurman, chairman of WNCN Advisory Committee, which is promoting full-time classical station in city since then-WNCN(FM)

Self-denial. In Arbitron measurement week, when stations like to load schedule with strongest programs, WCPO-TV Cincinnati scheduled tape of Television Information Office's 43-minute *Television and Children* interview show (*Broadcasting*, Feb. 24) at 8 p.m. last Wednesday (Feb. 26), filling rest of hour locally. Result, according to TIO, was 10 rating and 16 share, ranking third in four-station market.

switched to WQIV and rock format, expressed dismay at situation. "We know Riverside wants to sell the station," he said. "WRVR has cost them millions over the years." Source at Riverside said "preliminary conversations" had taken place with GAF, but that GAF "had not made a firm offer." He also said, "We're being used as a stalking horse for Starr Broadcasting, and we're not in business to pull William F. Buckley's chestnuts out of the fire." Mr. Buckley is chairman of Starr Broadcasting, owner of WQIV, and helped set up WNCN Advisory Committee. Riverside source says station still could be sold if substantial offer were made.

In Brief

Buying mood. Twentieth Century Fox has agreed to purchase KCPX-TV Salt Lake City from Columbia Pictures Industries for estimated \$11 million. Broker: Blackburn & Co. Station was acquired by Columbia's subsidiary, Screen Gems Inc., along with KCPX(AM) in 1959 for \$3.1 million. Salt Lake deal follows earlier agreement by 20th Century to purchase KMOL-TV San Antonio, Tex. (see page 28). KCPX-TV is ABC affiliate on channel 4 with 50.1 kw vertical, 8.7 kw aural and antenna 3,000 feet above average terrain.

Bigger bars of soap. NBC-TV, which achieved almost instant ratings success when it expanded *Another World* daytime drama to 60 minutes, announced last week that it will stretch *Days of Our Lives* serial to one hour beginning next month. Five weeks after *Another World* extended itself to 4 p.m., NBC has jumped from 19 to 30 share in 3:30 to 4 p.m. time period. Show also gets consistent 30 share in its 3 to 3:30 p.m. segment. In April, *Days of Our Lives* will start at 1:30 p.m. instead of present 2 p.m. *How to Survive a Marriage*, now in 1:30 p.m. slot with season-to-date 5.5 rating and 18 share, will be canceled.

Good year for broadcasting, cable. Storer Broadcasting Co. last week reported increased revenue for 1974 but decrease in after-tax profits. Revenue and profit from broadcast station and cable TV operations were up. Over-all net earnings were \$9,369,000 (\$1.99 a share) in 1974, compared with \$12,389,000 (\$2.61) in 1973 when company took extraordinary net gain of \$2,429,000 (51 cents a share) on sale of WDEE(AM) Detroit. Earnings in 1974 were also adversely affected by previously announced book loss on Delta Air Lines stock and warrants which Storer sold below values originally assigned to stock in 1972 merger of Storer and Delta (*Broadcasting*, Feb. 17). Company's gross revenues were \$103,154,000 in 1974, \$96,528,000 in 1973. Revenues and pre-tax profits from station operations: \$78,558,000 and \$18,126,000 in 1974, \$75,322,000 and \$17,723,000 in 1973. Revenues and pre-tax profits from cable operations: \$9,363,000 and \$1,074,000 in 1974, \$7,226,000 and \$387,000 in 1973.

Kahn's comeback. In his first public speech in two years, Irving B. Kahn, former chairman of Teleprompter Corp., New York, urged cable television industry to stake claim