

made available to free television or conventional television would not want it. There are no restrictions on subscription use of foreign language films.

Specific sports events, such as Rose Bowl or World Series, will be denied pay cable and pay TV unless they have been off free television for five years. Protection of regular, pre-season, home and away games is based on "high-water mark" principle. If television station carries 25% or more of games in any category in one of preceding five years, pay operation can carry up to 50% of games television did not carry in high-water-mark year. If television does not air 25% of games in particular category in any of those five years, pay cable will be allowed to bid on fewest games not televised in any of those five years. FCC also adopted rule requiring reduction in number of games available to pay if number available to television is reduced. As for games of new teams in league or teams that have moved to another city, number of their games available to pay operation would be determined by same formula; averages of league telecasts would be used to determine previous conventional television coverage.

Commission also, in its order, made clear it is preempting subscription television program and rate regulation. Complex nature of pay operations which do not conform to state boundaries requires regulation from single source, commission said.

### **Jack Anderson, on Mutual network, gets credit for scoop on submarine story; CIA asked other broadcasters to hold off**

Jack Anderson's broadcast on Mutual Broadcasting System Tuesday night dealing with Central Intelligence Agency's efforts to salvage sunken Russian submarine ended extraordinary effort on part of CIA to keep lid on story. Chiefs of commercial networks' Washington news bureaus were called by CIA Director William Colby or aide on Monday, and on Tuesday morning Mr. Colby paid personal calls to National Public Radio and CBS News offices, across from each other on M Street.

CIA wanted Mr. Colby to have opportunity to present national security reasons for not using story, if networks had it. Commercial networks did not. But they promptly began digging. ABC's Bill Lord said he would give Mr. Colby chance to comment before ABC went with story. CBS hoped for scoop on Wednesday night — hope that Anderson broadcast dashed.

NPR's Barbara Neuman had story, or part of it, as result of leak from *New York Times*, which had developed major piece and was waiting for clearance to publish it. NPR's decision not to air story was apparently difficult one. Jack Mitchell, director of informational programming, said NPR call to CIA to firm up story brought visit from Mr. Colby on Tuesday. "We decided to delay," Mr. Mitchell said.

But there was another go-round at 5 p.m., after it was learned that Mr. Anderson would break story that night. NPR's role as public broadcaster seemed to play part in decision. Question was whether "we wanted our name associated with story," Mr. Mitchell said. "There were more arguments for letting Anderson do it, in terms of how it would be received." Besides, he said, "we still didn't feel we had enough data."

Another broadcast outfit with story was Westinghouse Broadcasting Co. Sid Davis, its Washington news bureau chief, had developed story on basis of tip from reporter friend. Mr. Davis was not contacted by CIA, but he sat on story because friend who had tipped him had consented to request to sit on his. Mr. Davis has no regrets about not putting story on air before Mr. Anderson. "I felt it was a national security matter," he said. "I would have honored a CIA request if it had come my way."

### **RCA, Philips/MCA stake claims to new home market for video disks**

Skirmishing in what seems likely to become battle of video-disk home TV systems began last week: RCA followed first formal demonstration of Philips/MCA optical system (story page 46) by putting RCA's capacitance system on display in "informal progress report" for newsmen.

RCA officials said their objective is to have RCA Selectavision VideoDisc system ready for market by final quarter of 1976 — roughly Philips/MCA's target entry date — and quoted price estimates lower than Philips/MCA's. They reiterated conviction that RCA's has "inherent advantages over any known optical system."

Color rendition via RCA system appeared stable and true, and lacked momentary breakup that occurred during fast-forward and fast-reverse on Philips/MCA unit. RCA's lacks freeze-frame, slow-motion and accelerated-motion features of Philips/MCA system: RCA officials said they had deliberately kept "bells and whistles" to minimum and concentrated on economy, simplicity and "features the consumer needs." System includes fast-forward and fast-reverse "search" modes, and "pause" that permits stopping program (screen goes blank) and restarting at same point.

Dr. James Hillier, RCA executive vice president, research and engineering, and Richard W. Sonnenfeldt, staff vice president, VideoDisc operations, estimated that, in current dollars, RCA player would retail for about \$400 (compared with \$500 quoted by Philips/MCA), and 60-minute program disks for about \$10 (against \$2-\$10 quoted by Philips/MCA for 30 minutes). Difference in length is explained by RCA plan to record on both sides of disks, MCA/Philips on only one side, at least initially.

RCA officials emphasized that, except for stylus, RCA system is built almost completely from conventional components that have been mass-produced for years, whereas Philips/MCA system, they asserted, is much more complex and contains number of parts never mass-produced. To emphasize RCA system's simplicity, they dismantled and reassembled it for newsmen, and demonstrated drop-in ease of stylus cartridge replacement. (But stylus, they said, should last over 200 hours and then cost no more than \$10 to replace.)

Thomas J. McDermott, staff vice president, Selectavision programming development, said RCA initial catalogue would include minimum of 500 programs of all types and 300 to 500 programs would be released annually. He forecast two-hour feature movies selling for "well under \$20."

Chief difference between RCA capacitance and Philips/MCA optical systems is that capacitance uses stylus pickup and optical uses beam of light. Philips/MCA officials say their disks "never wear out"; RCA officials say theirs will last 500 plays or more — but that average record probably won't be played over 50 or 60 times. Among other differences, RCA turntable spins at 450 revolutions per minute, Philips/MCA's at 1,800.

### **Stations vote against sweep changes**

Arbitron Television reported Friday (March 21) that 90% of TV stations responding to survey opposed expansion of four-week rating sweeps to eight weeks, while 58% of replying agencies favored change.

Stations objecting to eight-week sweeps cited cost, potential loss of week-by-week ratings and increase in number of pages per report. Stations overwhelmingly felt eight-week periods would not minimize effects of "hyping" or be more representative of measurement quarter, while agencies substantially took other side on those two points. Agencies were asked if they would accept price increase of about 10% to support eight-week sweeps; 40% said yes, 31% no and 29% "don't know."