

New York in order to feed exclusive information on the rackets to WCBS-TV. Mr. Borgen said also that loan-sharking was part of Mr. Flotard's ruse.

Station executives at WCBS-TV said that although they didn't know about his dealings with Mr. Flotard, they had no problem with such a relationship. "Reporters develop sources that are valuable to them, and they protect those relationships," said Tom Leahy, vice president and general manager of WCBS-TV. "Our management respects the fact that those relationships are confidential."

SDX backs 315 repeal bill

Richard Leonard, editor of *Milwaukee Journal* and national president of Sigma Delta Chi, has urged the 32,000-member organization he heads to get behind Senator William Proxmire's (D-Wis.) bill to repeal broadcasting's fairness doctrine. Mr. Leonard said he agrees with Mr. Proxmire that "newspapers, operating without governmental regulation and with full constitutional freedom, have become increasingly responsible. Broadcasters, given those same rights, would also be fair." The Proxmire bill, S. 22, attempts to remove government from any broadcast program decision-making and would specifically repeal the fairness doctrine and all of Section 315, the so-called "equal time" provision of the Communications Act.

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Philadelphia groups appeal FCC's latest cable promulgation

They add to court appeal of postponement of '77 deadline new ruling on franchises

The FCC decision on July 22 to eliminate all but one of its cable-television franchise standards (BROADCASTING, July 25) will be appealed by two citizen groups in Pennsylvania.

The Philadelphia Community Cable Coalition and the Citizens for Cable Communications in Pennsylvania had appealed the commission's earlier decision to postpone for one year the March 1, 1977, deadline for pre-1972 cable systems. With the commission's latest decision on franchises, the groups have amended their appeal to attack that action as well.

Besides retaining only the 3% limit on franchise fees that communities can impose—5%, if that can be justified—the commission changed the timetable by which the franchises complying with that standard must be filed. The new rule does not require pre-1972 franchises to be brought into compliance until 15 years after they took effect, or the date the franchise would normally expire, whichever occurs first.

Cable Briefs

From far away. Southern Satellite Systems, Tulsa, Okla.-based common-carrier firm, is offering Cox Broadcasting Corp.'s KTVU(TV) Oakland-San Francisco to cable systems via satellite beginning Aug. 1, 1978. SSS already delivers Turner Communications Corp.'s WTCG(TV) Atlanta to some 500,000 cable subscribers as independent distant signal (BROADCASTING, Dec. 20, 1976). Announcement was made July 25 during Cable Television Administration and Marketing Society meeting at Century Plaza hotel in Los Angeles.

HBO for free. Home Box Office is offering free evening of its programming to all subscribers of HBO's 350 affiliated cable systems in 45 states on Aug. 11. Schedule will include two movies, "All Screwed Up" and "The Other Side of the Mountain"; "Raquel—Live," part of HBO's *Standing Room Only* Las Vegas-type reviews, and live coverage of World Team Tennis match. Subscriber attraction promotion will be backed up with TV, radio and newspaper ads and direct mail promotion. HBO hopes effort will result in systems attracting new HBO subscribers "totaling between one and three percent of their basic cable subscribers."

UA-Columbia borrows. UA-Columbia Inc., Westport, Conn., MSO, has reached agreement in principle with three insurance companies for placement of \$11 million in long-term debentures bearing interest rate of 8 7/8% and repayable over period from 1980 to 1992. Lenders are Mutual Insurance Co. of New York, Aetna Life Insurance Co. and Home Life Insurance Co. Proceeds to be used as needed to construct systems newly franchised areas in northern New Jersey.

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QUBE for Columbus. Warner Cable Corp., New York, has a new name and identifying symbol—QUBE—for its two-way communication service to begin later this year in Columbus, Ohio (BROADCASTING, Feb. 14.)

The new service will enable television viewers to "participate" in a number of video program approaches via a home terminal connected to their television set. By touching buttons on the terminal, according to Warner Cable, subscribers can receive 30 different channels of video and other information, select programs, play interactive games, take tests, register their opinions and participate at home in television programs and events. (See page 54.)