

In Brief

FCC voted 7 to 0 last week to require TV set manufacturers to **lower UHF noise to 14 db**. After Oct. 1, 1979, commission will not certify sets without that capacity; after Oct. 1, 1981, sets cannot be manufactured unless they meet that specification. Conditioned on outcome of other UHF-related inquiries and proceedings (taboos, labeling requirements and measurement standards) FCC will consider within next year, commission also put manufacturers on notice that it expects 12 db levels by Oct. 1, 1982, and that it intends eventually to go to 10 db. Commissioners Fogarty, Quello and Washburn concurred in decision but made apparent their dissatisfaction that commission did not mandate 10 db level.

ABC faces imposition of \$7,000 fine by FCC as result of what commission says was **inaccurate logging by ABC's WDAI-FM Chicago** of commercial announcements for "Super Bowl of Rock" promotion in May 1977. Charges involve irregularities in implementation of reciprocal trade arrangement station had with concert's promoter, Flip-Side Concerts Inc. Irregularities were uncovered by law firm, Jenner & Block, which ABC had hired to investigate after learning of possible involvement of station personnel in alleged wrongdoing.

WRBL-TV Columbus, Ga., has been sold by Columbus Broadcasting Co. to **Cabri Development Corp.** for approximately **\$7 million**. Seller is owned by J. W. Woodruff Jr., owner of **WRBL-FM Columbus**, and **WGPC-AM-FM Albany, Ga.** Buyer is owned by Malcom Glazer and Neil Berry, owners of **WRWT-TV Terre Haute, Ind.** **WRBL-TV** is CBS affiliate on channel 3. Broker: Chapman Associates, Atlanta.

FCC was hard-nosed in closed session last week. It reportedly **affirmed denial** of renewal of Faulkner Radio Inc.'s **WLBB(AM) Carrollton, Ga.**, and **ordered hearings** that could result in loss of three licenses held by Ray H. Rosenblum. One hearing was set for renewal of **WMOA-AM-FM Marietta, Ohio**, on charges stations exceeded proposed commercial limits and made misrepresentations to commission as to commercial time actually broadcast. Second was ordered on revocation of **WACB(AM) Kittanning, Pa.**, on allegations of numerous technical rule violations and charge that station made misrepresentations to FCC.

ABC-TV reportedly has purchased TV rights to **"Jaws"** for airing next fall and to **"Close Encounters of the Third Kind"** for 1981.

Slight drop in three commercial networks' share of national prime time TV audience for March and April—about 1% less than in same two-month period year before—**showed signs of bouncing back** in first two weeks of May, when networks increased share by 3.5% over last year.

FCC majority overrode recommendation of staff last week and approved **unconditional grant of construction permit for channel 33 Norfolk, Va.**, to group that includes four individuals who own **WOKT(AM)-WORT(FM)** there. Crossownership rules permit **creation of new radio-UHF combinations** on case-by-case basis. With Commissioner Abbott Washburn leading way, five of seven commissioners decided Television Corp. of Virginia merited unconditional permit. Commissioner Washburn noted that radio station owners were to be relied on by others in running television stations and that one 10% owner is black. He also said it was doubtful any other group would attempt to activate channel. Staff had expressed concern that unconditional grant would make it difficult to deny virtually any other application for UHF filed by owners of co-located radio, and urged condition requiring owners of AM-FM to sell off interests in either radio or TV in five years. Only Chairman Charles D. Ferris and Commissioner Joseph Fogarty were persuaded.

ABC confirmed Friday that release of **newsman Harry Reasoner** was conditioned on his not being used by CBS News to fill in for **Walter Cronkite**. ABC said "there were some quid pro quos"; CBS News declined comment. Transfer will be costly; Mr. Reasoner reportedly will take out **from half-million dollars to \$150,000 yearly**.

Group W Productions' **Mike Douglas Show**, based in Philadelphia since 1965, **moves to Hollywood** in September because of "greater

availability of stars." Studios will be in CBS Television City. **Mike Douglas Show**, now carried on 120 TV stations, was launched in Cleveland in 1961.

Television Bureau of Advertising reports more than **\$200,000 pledged** in past two weeks toward \$300,000 goal for its study of feasibility of developing **new local-TV audience measurement service** (BROADCASTING, Aug. 8, 1977, et seq.). Feasibility of having it broadcaster-owned is among questions to be examined. Booz, Allen & Hamilton will conduct study, expected to take about six months. Norman E. Walt, president of McGraw-Hill Broadcasting and chairman of feasibility committee, urged those who haven't made pledges to do so, "so that the study may get under way."

NBC's group of eight radio stations is first signer for Audit & Surveys' new **A&S/TRAC-7 audience-measurement service** (BROADCASTING, March 20). Signing, NBC authorities said, does not affect continuing subscription to Arbitron's measurement service. A&S officials said NBC group was first to which TRAC-7 contract was offered. Meetings with other major groups are scheduled this week.

Broadcasters involved have reached **agreement with Committee for Open Media** to resolve dispute blocking **renewal of Gill Industries' KNTV(TV) San Jose, Calif.**, and **sale of station to Landmark Communications** for \$25 million. Agreement, under which COM will withdraw its petition to deny KNTV renewal, calls for Gill to pay \$192,000 to Community Media Center, nonprofit organization that operates cable television access studio in San Jose. One issue in petition to deny was allegation that Gill Cable, Gill Industries' subsidiary which operates cable system in San Jose and which donated equipment to media center, had removed equipment and records which were not Gill Cable's "exclusive property." Agreement states that Gill Cable is not admitting wrongdoing by it or its representatives. Gill Industries also agrees to pay \$25,000 in COM legal expenses.

NBC star **Bob Hope's 75th birthday** gets VIP treatment in Washington this week. President Carter will host White House reception Wednesday (May 24) and USO is mounting benefit performance (**"Thanks for the Memories"**) at Kennedy Center Thursday that will be taped and run as NBC-TV special next Monday (May 29). That's actual birthday. Gala's coproducer is **Gerald Rafshoon**, newly named assistant to President Carter for Communications (see page 27).

Number of U. S. officials are heading west this week for Tokyo and Aspen Conference on Communications and Information Policy May 23-26. **Glen Robinson**, chairman of U.S. delegation to World Administrative Radio Conference, will head conference. Also attending are FCC Chairman **Charles D. Ferris**, Commissioner **Tyrone Brown** and **Henry Geller**, assistant secretary of commerce-designate for National Telecommunications and Information Administration.



CBS Chairman **William S. Paley** (l) was awarded honorary Doctor of Humane Letters degree at May 13 commencement ceremonies at Ithaca (N.Y.) College. Presentation was made by J.J. Whalen, college president. ■ FCC Commissioner **Robert E. Lee** was to receive honorary Doctor of Laws degree from University of Notre Dame yesterday (May 21). It's his second; first was from St. John's University in 1972. ■ **Tom Gherardi**, general counsel for Corporation for Public Broadcasting, submitted resignation to CPB board, meeting last week in Lincoln, Neb. He'll go into private practice in July. ■ **Sharon Coffee**, consultant on public broadcasting to Office of Telecommunications Policy and successor agency, National Telecommunications and Information Administration, will serve as NTIA director of congressional and public affairs. She is now in post on acting basis. ■ **John (Jack) Laurence**, correspondent, CBS News, London, moves to ABC News, London.