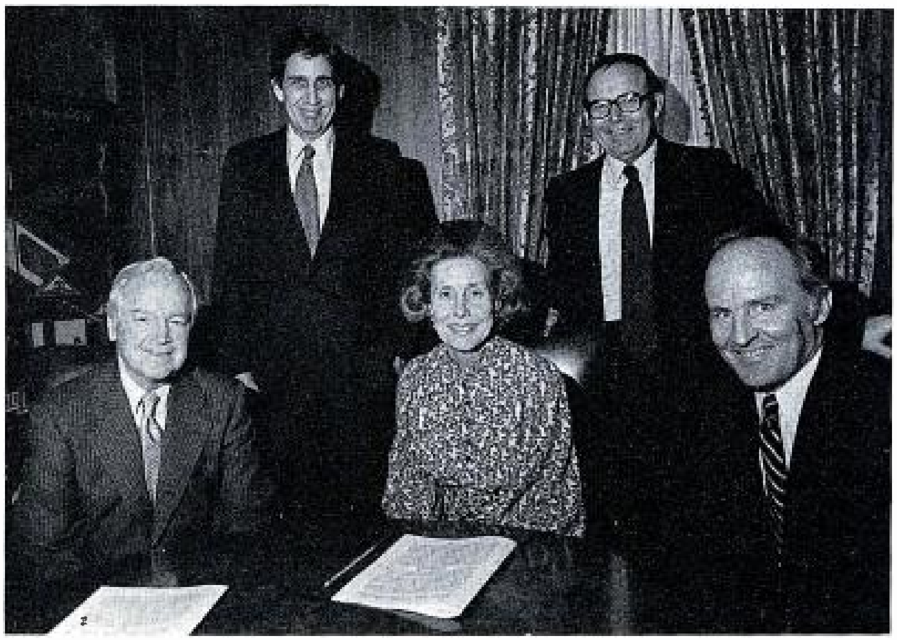

On the dotted (bottom) line. Officials of Cox Broadcasting Corp. and the General Electric Co. signed a definitive merger agreement last week in Atlanta. The companies also announced changes in the merger contract that could increase the value of the transaction almost $20 million—up to $507.9 million. Under the terms of the definitive agreement, if closing of the deal has not been completed by Sept. 30—and neither company expects that it will be—Cox shareholders will receive not less than $68 nor more than $75 in GE common stock for each share of Cox common. Under those terms, the minimum value of the deal has been set at $460.5 million. (Under the terms of the original agreement the value ranged from $440 million to $488 million [BROADCASTING, Oct. 9, 1978].) Present at last week's signing were (l to r): Robert W. Chambers, member, Cox board; Garner Anthony, chairman of Cox's executive committee; Anne Cox Chambers, principal Cox shareholder and U.S. ambassador to Belgium; Clifford M. Kirtland, president of Cox, and John F. Welch, GE senior vice president and sector executive, consumer products and services sector. The signing was held last Wednesday (Feb. 21) at "White Columns," Cox's headquarters.

Code improvements in eye of beholder

Broadcasters and agency-advertiser representatives look at same practices, see different results

Differences over the effectiveness of the new clutter-limitation restrictions of the National Association of Broadcasters TV code emerged between broadcasters and advertiser-agency representatives following a meeting of the NAB TV code board last week.

Broadcasters said the code authority's monitoring of code performance since the changes went into effect the first of the year showed what one called "a rather dramatic reduction" in nonprogram time during prime time. Code officials said their monitoring found 92% compliance with the new standards—which limit nonprogram time to a maximum of 10 minutes per prime-time hour—and that most of the remaining 8% consisted of debatable points and thus was subject to clarification.

A representative of the Association of National Advertisers and American Association of Advertising Agencies, leaders of the push for more stringent curbs on clutter, seemed much less enthusiastic. He said ANA-AAAA's own monitoring showed "some improvement over past practices" but infractions of the new standards nevertheless. He said the ANA-AAAA group, which met with the code board, had not been shown results of the

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tin Luther King Sr. and track star Jesse Owens, as "potentially unsung heroes" for contributions to society.

□

Getty Oil Co. has acquired 85% interest in Entertainment and Sports Network Inc., Plainville, Conn., cable TV program supplier. ESPN will begin delivering National Collegiate Athletic Association sports events via RCA's Satcom I satellite this fall. NCAA spokesman said ESPN "will cover the entire range of sports conducted by NCAA members"—except "specific events and sports programing already committed to other networks." ESPN will show NCAA football events on delayed basis, in accordance with NCAA-ABC Sports contract.

□

Worldvision Enterprises, already international distributor of NBC-TV hit *Little House on the Prairie*, will put show on U.S. sales block at National Association of Television Program Executives conference next month. *Little House's* syndicated run is slated to begin September 1981, which would be after seventh network season with about 165 episodes.

□

Federal Trade Commission Chairman **Michael Pertschuk,** barred by court from participating in FTC's current hearings on children's advertising (BROADCASTING, Nov. 6, 1978), will conduct "hearing" on children's advertising on Warner Cable's two-way Qube service in Columbus, Ohio, on April 3, according to Warner sources.

□

Charles A. Whitehurst, VP-general manager, WFMY-TV Greensboro, N.C., elected president-elect, Associated Press Broadcasters, to succeed **Ralph Renick,** VP, news, WTVJ(TV) Miami, who becomes president at annual meeting in New Orleans June 7-9. Outgoing president is **Walter Rubens,** president and general manager, KOBE(AM) Las Cruces, N.M.

Television Bureau of Advertising reports **daily TV home viewing during January 1979 registered all-time high**—seven hours and 20 minutes, eclipsing previous record of seven hours and 16 minutes set in January 1977. TVB attributed gain to increase in weekend daytime viewing, coupled with extremely harsh winter weather that kept many people at home.

□

Although formal release didn't spell it out, one mission of **Paul M. Stevens,** following his retirement next October as president of Southern Baptist Radio-Television Commission ("In Brief," Feb. 19), will be to oppose "charlatan religious broadcasters." He has criticized growing commercialization of religion and what he describes as "exploitation of the public." Dr. Stevens has headed SBRTC since 1953 and his successor will be selected by search committee. Meanwhile, **Harold E. Martin,** executive vice president, will direct operations.

□

Washington law firm of McKenna, Wilkinson & Kintner has filed freedom of information requests seeking information from FCC and National Telecommunications and Information Administration regarding NTIA's **petition for rulemaking to reduce AM channel spacings from 10 khz to 9 khz.** Firm, which says it needs data to prepare comments on proposal, made requests at same time it **asked FCC to extend deadline for comments** until 30 days after disclosure of documents being sought. FOI requests seek engineering studies underlying NTIA petition and "any records or studies" commission made concerning possible reduction in channel spacings.

□

J. Kenneth Moore, 48, VP-general manager of CBS Technology Center, Stamford, Conn., died of apparent heart attack last Wednesday (Feb. 21) while working in office.