

FCC last week voted unanimously (with Commissioners Joseph Fogarty, Mimi Dawson, Henry Rivera and Stephen Sharp concurring) to launch rulemaking reexamining application of fairness doctrine and equal time rules to cable television. Among questions in rule-making is whether fairness doctrine need be applied to cable at all. FCC also seeks comment on whether cable operators can meet fairness doctrine and equal time obligations by providing access channels.

CBS announced last week it would ask FCC to reconsider decision to exempt teletext offerings from must-carry status on cable. In statement, Tony Malara, president, CBS Television Network, said decision raised "serious questions about the future viability of this service." CBS also announced it would launch its teletext service, ExtraVision, today (April 4).

ABC's USFL-game coverage was down for third consecutive week in ratings. Last Sunday's (March 27) game received 6.4/15, compared to previous week's 6.6/17. ABC spokesman was quick to point out, however, that last Sunday's game was competing with NBC's heavyweight championship boxing match between Larry Holmes and Lucien Rodriguez, and CBS coverage of NCAA regionals. Also, he noted, network coverage fell from normal 98% to 92% because number of affiliates pre-empted game to cover one of several Easter-season telethons. ESPN's Monday game last week (March 28) scored 3.5 rating, which officials expressed satisfaction with, in light of competition from *Thorn Birds* on ABC.

FCC last week affirmed its decision to accept applications for daytime-only stations within nighttime service area of Class I-A stations on clear channels. Reconsideration had been requested on grounds that rule change was not adopted properly because it had been made without furnishing opportunity to comment. Nonetheless, FCC said rule change hadn't brought about "basic substantive" change in rules affecting clear channel and other stations. As result, FCC said, it had no obligation to put rule change out for comment.

Telepictures Corp. reported its 1982 revenues more than doubled, to \$46,421,700 from \$22,119,700 in 1981. Net earnings increased 200% to \$4,427,700 from \$1,477,100 in 1981. Telepictures said principal factor for substantial increase was syndication of *More Real People*, which it said accounted for 52% of its 1982 revenues.



Ford bird. Still another satellite presence became official in Washington last week as Ford Aerospace Satellite Services Corp. opened new offices at 1140 Connecticut Avenue N.W. Alan L. Parker, president of the Ford Motor Co. subsidiary, is pictured here by a model of the company's proposed "Fordsat" satellite that would offer service in both the C and KU bands—54 transponders in all. The bird is designed for launch either by the space shuttle or the French Ariane launch vehicle. Fully extended, the solar panels on the satellite will stretch 87½ feet.

McGraw-Hill's KERO-TV Bakersfield, Calif., will switch from NBC CBS affiliation under agreement announced Friday by McGraw-Hill Broadcasting President Norman E. Walt and CBS-TV Presic Tony Malara. Effective date to be determined; KERO-TV and C would like it before start of new season in September, but CE present contract with KPWR-TV Bakersfield extends beyond that date. KERO-TV's with NBC runs to Sept. 30. NBC officials said they would be pleased to negotiate for affiliation with KPWR-TV, which is under same ownership (Gillett Broadcasting) as NBC's Nashville affiliate WSMV-TV. KERO-TV is on channel 23; KPWR-TV, on channel 10. Bakersfield is ranked as 150th U.S. TV market.

City of Jacksonville, Fla., has finally decided to give up trying to operate commercial broadcast stations under restrictions municipal ownership has required. Station reps would have to bid on contracts for instance, and stations couldn't exercise same imagination as others in promotion contests. Result has been that WJAX-AM-FM has been losing money. So city council is inviting sealed bids (another requirement) on stations, with bids to be opened on May 4. Bids will be accepted on stations separately or in combination, with city looking for minimum return of \$3 million for both. WJAX-AM-FM are believed to be last municipally owned outlets in country. And AM oldest station in Florida; it went on air in 1925, after receiving authorization from old Federal Radio Commission. FM began operating in 1948. When gone, they won't be forgotten. Money from sale will go into trust fund to benefit city's recreational facilities.

Key Broadcasting Corp., licensee of WBMD(AM)-WQSR(FM) Baltimore, and WPTX(AM)-WMDM(FM) Lexington Park, Md., has filed \$1 million lawsuit in U.S. Federal District Court of Maryland against Arbitron Corp. claiming that data in fall 1982 Arbitron rating book for Baltimore was compiled in "inconsistent, inaccurate and negligent manner causing serious damage to WQSR." Carl G. Brem, executive vice president of Key Broadcasting, said lawsuit charges Arbitron with antitrust violations under Robinson-Patman Act because of "wide disparity in Arbitron's pricing of its rating books to all customers."

Spotlight pay cable television program service last Thursday (March 31) announced restructuring of five-MSO partnership which jointly owns Santa Monica, Calif.-based service, with Cablevision System Development Corp. relinquishing its ownership interests. Spotlight estimated as having about 750,000 subscribers, was launched in May 1981 by division of Times Mirror Cabletelevision. Cox Cable Storer, Tele-Communications Inc. and Cablevision became equal partners with Times Mirror early last year. Statement issued by Spotlight President John Cooke said partnership "continues to pursue other arrangements and alternatives which would strengthen pay service."

Motion was filed in Los Angeles Superior Court last Thursday (March 31) by Los Angeles TV and radio commentator asking for outtakes from 1979 segment of CBS's *60 Minutes* be made public. Bruce Herschensohn, commentator for KABC-AM-TV, ABC owned and operated stations, filed motion following March 16 decision by Judge Bruce R. Geernaert that "any legitimately interested party could ask for release of outtakes released recently to Bruce Friedman, attorney for Dr. Carl A. Galloway. Galloway is suing CBS for defamation in connection with segment which dealt with medical insurance fraud. Hearing has been set on Herschensohn's motion for April 20. Herschensohn said in his request that he wants outtakes documentary he is preparing on *60 Minutes*."

Four media organizations have joined KHQ-TV Wash., in seeking reversal of state court finding that station was in contempt of court—imposing \$2,000 fine—for broadcasting tapes in murder-for-hire trial. KHQ-TV had broadcast tapes—of conversations between defendant Mayme Ruth Coe had with undercover policeman posing as "kill for hire"—despite order banning broadcast issued by Superior Court Judge Robert C. Bibb (BROADCASTING, May 31, 1982). But for