

Savannah switch. After 29 months as an ABC affiliate, former NBC affiliate WSAV-TV Savannah, Ga., will rejoin NBC Television Network. Switch puts NBC back on VHF channel 3 in Savannah market, 107th ADI. Since September 1982, NBC has been broadcast over UHF affiliate WJCL-TV (channel 22), which used to be ABC affiliate. WJCL executive vice president and general manager, Fred Pierce, said he hopes to reaffiliate with ABC within six months. According to NBC, move from UHF to VHF outlet in Savannah market will give network reach of 3,000 additional households, or 20% increase in market coverage.

agree with the suggestion in the legislative history that the provision 'grants to the franchising authority the discretion to determine the number of cable operators to be authorized to provide service in a particular geographic area.' A construction of such breadth would be invalid." "This could be a real biggie," said Steve Effros, executive director of Community Antenna Television Association. "The cities were restricted from interfering with a cable operators rights [by the cable law]. It appears the courts are protecting those rights even further."

ABC World News Tonight anchor Peter Jennings apologized on air Feb. 22 for **George Will commentary** of Jan. 30. In arguing for nomination of Edwin Meese to be attorney general, Will said Common Cause, public interest lobby, had run ads in newspapers that so distorted Meese's record that had they been grocery ads, they would have been thrown out of paper. "In fact, the Common Cause ad set forth excerpts from various newspaper editorials around the country expressing opposition to Meese's nomination, and we regret the error," Jennings said. Common Cause complained in Feb. 4 letter to Roone Arledge, ABC News and Sports president, requesting time to respond. In follow-up letter of Feb. 12, attorney for Common Cause alleged that Will's statements constituted personal attack, and demanded reasonable opportunity to respond.

ABC announced that selling price for 30-second advertising spots for 1985 World Series will be \$250,000, not \$290,000, as estimated in "Baseball" report on page 48. *Monday Night Baseball* 30's are priced at \$77,000 for second quarter and \$70,000 for third. Chevrolet and Anheuser-Busch have renewed as advertisers on ABC's baseball telecasts.

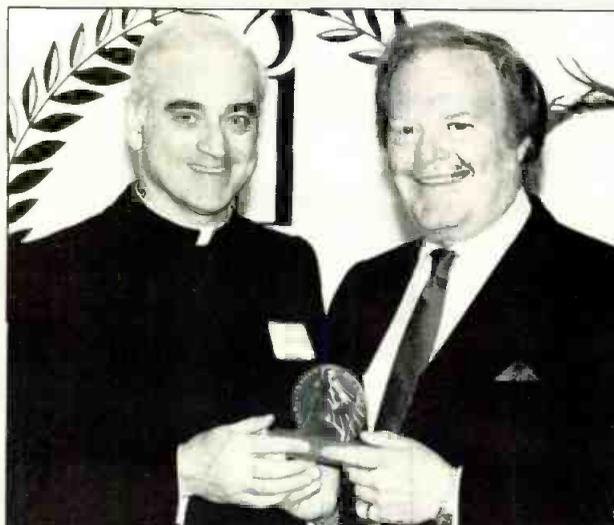
Board of **National Cable Television Association**, meeting in Key Biscayne, Fla., last week, further **defined legislative goals for reform of copyright law, expanded number of seats on board and elected new officers.** According to NCTA President Jim Mooney, "simple fairness requires some modifications to the copyright law." He said board voted to push for legislation that would, among other things, require the Copyright Royalty Tribunal, which NCTA says now has bias toward copyright holders, to take into account in rate adjustment proceeding impact of rulings on cable subscribers, provide "equity" in number of distant signals cable systems in different markets may carry without having to pay 3.75% copyright fee, and insure that fees are based only on revenue generated by distant signals. Board also voted to expand board from 30 to 39 seats and to guarantee association's 10 largest dues payers (10 largest MSO's as ranked by subscribership, in other words) seats. "The guys who are paying the lion's share of the dues need to be guaranteed some kind of representation," said Mooney. At same time, he said, action makes room for midsized companies that had tough time winning seats against "big guys." There were no surprises in election of officers. **Ed Allen**, president, Western Communications, was re-elected to second term as chairman. **William B. Strange**, vice president, corporate development, Sammons Communications Inc., was elected vice president (and, by custom, chairman of 1986 NCTA convention in Dallas). And **John W. Goddard**, president, Viacom Cablevision, and **James S. Cownie**, president, telecommunications group, Heritage Communications Inc., were elected secretary and treasurer, respectively, permitting them to swap offices they now hold. Officers terms begin during 1985 NCTA convention (June 3-5 in Las Vegas) and end during 1986 convention.

Cox Cable announced last week it was **dropping Playboy Channel from its system serving Virginia Beach, Norfolk and Portsmouth**, all Virginia, effective last Friday (March 1). Announcement came in wake of Virginia Beach grand jury's seven-count indictment of system for violating state's anti-obscenity laws by cablecasting seven Playboy Channel movies ("In Brief," Feb. 11). Cox spokesman said decision to drop service was made by "local management" which wanted to avoid prolonged legal battle that would distract it from day-to-day operation of system. Will fact that Cox chose not to defend carriage of Playboy Channel in Virginia Beach open it to similar attacks in other markets? "I guess potentially," said spokesman. "We don't anticipate problems anywhere else."

In speech before Conservative Political Action Caucus in Washington last Friday (March 1), **Senator Jesse Helms (R-N.C.) blasted press** as "elitist. . . They talk about the Soviet threat, but the real threat is on our TV screens and on the front pages" of newspapers. Helms is spirit behind group that hopes to change policies and editorial decisions at CBS News by coordinating massive CBS Inc. stock purchase by conservatives around country. CBS News President Ed Joyce, reacting to Helms's comments last week, said, "Senator Helms appears to believe he alone possesses a sure litmus test for bias or patriotism. Americans have listened before to these attacks on the press. I am confident that they will again recognize a transparent attempt to control the nation's information flow."

House Copyright Committee completed **reorganization** last week. Members are Chairman Robert Kastenmeier (D-Wis.); Jack Brooks (D-Tex.); Romano Mazzoli (D-Ky.); Mike Synar (D-Okla.); Pat Schroeder (D-Colo.); Dan Glickman (D-Kan.); Bruce Morrison (D-Conn.); Howard Berman (D-Calif.); Rick Boucher (D-Va.); Carlos Moorhead (R-Calif.); Henry Hyde (R-Ill.); Michael DeWine (R-Ohio); Thomas Kindness (R-Ohio); Howard Coble (R-N.C.), and Patrick Swindall (R-Ga.).

Mel Harris, president of network television and video distribution, **Paramount Television Group**, Paramount Pictures Corp., was named president of Los Angeles-based unit, succeeding Richard Frank, who resigned last Wednesday.



Arledge honored. The Rev. John Catoir (l), director of the *Christophers*, presents ABC News and Sports President Roone Arledge with a special Christopher award at ceremonies at New York's Time-Life Building last Thursday, Feb. 28. Arledge was cited for "his creative and innovative uses of television journalism which have brought the people of our world together in moments of tragedy and triumph for over a quarter of a century."