

For third time this year and second time in past two weeks, **NBC is reaffiliating with station lost to ABC.** Latest station to return to NBC fold is **KOMU-TV Columbia, Mo.** (ch. 8), commercial station owned by curators of University of Missouri. KOMU-TV became ABC affiliate in August 1982 after 30-year association with NBC network. Thomas Gray, general manager, KOMU-TV, said he hopes to be reaffiliated by end of year. Switch was made to ABC three years ago, he explained, because of indications ABC would be dominant in daytime ratings and other dayparts, but "fact is, that never materialized." NBC's contract with present affiliate, UHF station KCBJ-TV, has 90-day notice clause, Gray said. NBC spokesman said that what kept NBC in pursuit of KOMU-TV as affiliate was its strong news department (station works in conjunction with University of Missouri's journalism school). Spokesman added that NBC is currently negotiating for full-time affiliate in market where NBC is secondary affiliate on two separate stations. Previous stations to announce reaffiliations with NBC were WSAV-TV Savannah, Ga., and KCEN-TV Waco-Temple, Tex.

In letter to FCC Chairman Mark Fowler last week, House Telecommunications Subcommittee Chairman **Timothy Wirth** (D-Colo.) said he thought request of **Capital Cities Communications for permanent waiver to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York might be justified.** Wirth noted Capcities has indicated that, if waiver were granted, it would expand coverage of New Jersey and Delaware. "Given the critically important role that the principle of localism plays in the regulation of the broadcast industry, and Congress's statutory recognition of the specific localism problem faced in the New Jersey/Delaware area, if Capital Cities can meet the heavy burden of convincingly demonstrating that its proposals will significantly address this policy objective of localism, I believe that this request might well qualify as that unique situation where the commission would be justified in granting a permanent waiver of its local ownership rules," Wirth said.

**Mother Jones** magazine, in its November/December cover story, reports that **ABC News developed "three hard-hitting exposés" on figures close to President Reagan in advance of the 1984 election—but "spiked" them.** Author Mark Dowie suggests—without offering smoking-gun evidence—that decisions not to run pieces on USIA director **Charles Z. Wick**, **Senator Paul Laxalt** (R-Nev.) and then-Secretary of Labor **Raymond Donovan** reflected concern over harming Reagan's reelection chances. And that, in turn, was linked to what Dowie said was ABC's interest in keeping on track FCC's plan to lift lid on station ownership. He said ABC had been available for friendly buyout for some time but that value of network was limited by FCC's seven-seven-seven limit on ownership. As result, Dowie said, ABC had interest in keeping on track FCC plan to lift that lid. Laxalt, specifically, was said to be important to ABC in that connection, since he occupied chairmanship of appropriations subcommittee that would have given him leverage to advance legislation "mandating certain [FCC] rule changes." Limit was raised to 12-12-12, and ABC was sold to Capital Cities Communications earlier this year. Story says "particularly volatile issue raised" at meeting of top news executives on Wick story was suggestion that top corporate official—Everett Erlick, executive vice president and general counsel of ABC Inc.—had hand in killing story. Patricia Matson, ABC vice president for corporate affairs, dismissed piece as "absurd—it doesn't merit comment." ABC News vice president called *Jones* piece "incredible" and said ABC decisions on stories involved were based on journalistic judgments. It isn't only *Mother Jones* that was reporting ABC News was spiking stories. *Washington Post's* TV columnist, John Carmody, in Friday (Oct. 4) edition, said top executives killed story on "alleged romantic link between the late Robert F. Kennedy and screen actress Marilyn Monroe." Carmody quoted Anthony Summers, author of "Goddess: The Secret Lives of Marilyn Monroe," which Carmody said was major source of *20/20* piece, as saying ABC executives had suffered "sudden attack of cold feet." Bob Siegenthaler, ABC vice president for news policy, one of executives who made decision not to run piece, said "good team" went after story but story that was produced was not "compelling piece that held enough substantive water."

**Sports ratings**, which have been dipping little more each year have shown about-face since start of official NFL season. Football ratings are up at all three networks for both weekend and Monday night games. ABC's *Monday Night Football* is up 13%, from 16 national rating for first four games in 1984 to 18.6 for first four games this season. CBS's Sunday football ratings are up 10%, from 12.1 to 13.3, and NBC's football ratings are up 13%, from 9.6 to 10.8. Both CBS and NBC ratings cover first six games of 1985 versus 1984 comparable period. CBS's college football ratings are up fraction, from 5.5 to 5.6, while ABC's are down 24%, from 8.5 to 6.5. Network ratings analysts, although hesitant to predict initial ratings indicate season-long trend, attributed upswing to better scheduling of teams, plus efforts by NFL and networks to shorten length of games and keep pace moving.

**Westwood One**, Culver City, Calif., signed **definitive agreement** last week with Ada, Mich.-based Amway Corp. for **purchase of Mutu Broadcasting** ("Top of the Week," Sept. 23). Transaction is expected to be completed by Dec. 1.

Senate and House Budget Committees last week approved **budget reconciliation package** that includes cost-of-regulation fees for FCC licensees and applicants (BROADCASTING, Sept. 30). Senate version of bill also includes measure that would reauthorize Corporation for Public Broadcasting for fiscal 1987 through 1990. Both chambers are expected to vote on package this week. CPB authorization has been characterized as "extraneous" and could be struck from bill. However, there is strong support for it among senators.

FCC has launched rulemaking proposing to classify **subscription television and direct broadcast satellite services** as "point-to-multipoint" nonbroadcast offerings that would be exempt from broadcast laws and regulations.

Robert Johnson, president of **District Cablevision Inc.**, signed agreement last week giving DCI **cable franchise for city of Washington.** With **financial backing of Tele-Communications Inc.**, DCI plans to build 54-channel system serving entire city by 1990. It was second time Johnson, on behalf of DCI, signed such agreement this year. He signed first agreement last February. But before ink was dry on that document, he asked city council for major concessions. Services and facilities DCI would be obliged to provide, claim that DCI was unable to come up with necessary financing through public placement of limited partnership shares and bank loans. He said DCI would provide financing, but only if concession were made. Council granted most of concessions, enough to satisfy DCI early last month.

**Lucille S. Salhany**, vice president of television and cable programming at Taft Broadcasting, has been **named president of Paramount Domestic Television and Video Programming, replacing Randy Reis** who announced he is leaving to join newly formed company specializing in entertainment and broadcasting investments. Salhany will head Paramount's television syndication division, which includes distribution of first-run series *America*, *Entertainment Tonight*, *Entertainment This Week* and *Solid Gold* and off-network series *Webster*, *Cheers* and *Family Ties*, among others. Salhany joined Taft in 1967 as secretary to program manager at WKBF-TV Cleveland and was appointed programming vice president in 1983. She will report to Mel Harris, president, Paramount television group. In addition, Paramount announced that **Steve Goldman**, senior vice president, sales and client relations, has been named executive vice president, sales and marketing, filling post held by Robert Jacquemin, who left Paramount to head Disney's new formed television syndication division. Harris said Salhany's appointment follows Paramount tradition of bringing executives from "station side to programming side," something company "has always stressed."

In initial decision, FCC Administrative Law Judge Edward Luto has granted application of **Augusta 54 Broadcasting Co.** for **new UHF TV on ch. 54 in Augusta, Ga.**, denying competing application of Independent Masters Ltd. Augusta 54 prevailed on integration