CBS sold KMOX-TV St. Louis last week to its one-time syndication division, **Viacom** International, **for $122.5 million,** subject to FCC approval. Viacom now owns five TV stations, all affiliates (three CBS and two NBC), four VHF and one UHF. Its other TV stations are WVIT(TV) New Britain (Hartford/New Haven), Conn.; KSLA-TV Shreveport, La., and WNYT(TV) Albany and WHEC-TV Rochester, both New York. CBS had previously announced it had retained Morgan Stanley to sell KMOX-TV as part of company's asset disposition plan to raise $300 million (pre-tax).

Late Friday (Dec. 6), **Gannett announced it had sold Evening News Association's WWJ(AM)-WJOI(FM) Detroit for $39 million.** (Gannett must also dispose of WCZY-AM-FM Detroit as part of ENA purchase.) Buyers are group of local Detroit businessmen headed by former RKO President Robert Williamson. WWJ is on 950 khz full time with 5 kw. WJOI is on 97.1 mhz with 12 kw and antenna 890 feet above average terrain. Also last week, **ENA shareholders received proxy material** for meeting called to vote on purchase by Gannett. Shareholders meeting is scheduled for Friday, Dec. 20, in Troy, Mich. Proxy statement said that 60.3% of shareholders had already given proxy in support of merger, and noted that Michigan state law requires only majority approval. Document reported that during first 44 weeks of 1985, ENA operating revenue increased 12% over same period year ago, to $286.3 million; operating income jumped 48% to $24.4 million and net income jumped 49% to $13 million. **Previously undisclosed price of "lockup," agreement** which would allow Gannett to purchase WDVM-TV Washington and *The Detroit News*, allocated **$300 million for station** and $150 million for newspaper. Document said ENA's investment bankers, Salomon Brothers, had prepared analysis of what shareholders might have received if all ENA properties were sold separately, and came up with range of between $1,380 and $1,954—shareholders are to split $717 million, which under current assumptions would work out to $1,583 per share. It also noted that liquidation assessment had placed top value of $155 million on three television stations that were later sold, subject to conditions, for $160 million to Knight-Ridder (see "In Brief," Nov. 18). Prospectus said that station sale had different underlying "assumptions" than those used in liquidation analysis.

Collaborative **study** by three networks released last week shows that **67% of time, people do not bypass commercials when viewing home-recorded material on VCR's.** Study among 1,350 persons, conducted by Westfield, N.J.-based Statistical Research Inc. for ABC, NBC and CBS, measured "zipping"—use of remote control to skip over commercials in television shows recorded on VCR's. William Rubens, NBC vice president, research, said: Zipping is "not as prevalent an activity as earlier research has suggested." About 25% of U.S. households (22 million) have VCR's, study said.

Conservative columnist **William F. Buckley Jr.** last week **stunned network television news operations by barring them from 30th anniversary celebration** of his *National Review* magazine at Plaza hotel in New York. Networks' interest was not so much Buckley as President Reagan, speaker at affair. Buckley aide said there was simply "no room" for even "tight pool" in ballroom, where 750 guests gathered last Thursday night. As Buckley's secretary, Frances Bronson, put it on Friday morning, "We were packed to the ceilings." Robert McFarland, vice president and Washington bureau chief of NBC News, and pool chairman for four television networks, was "absolutely incredulous" at ban. In telegram he sent to Buckley on behalf of himself and Washington bureau chiefs of CBS, ABC and CNN, he protested decision. He said it was "difficult to understand how a ballroom, which is capable of seating 750 people, cannot accommodate 13 journalists." Thirteen make up a "tight pool" representing all news agencies that cover White House, including print. Only one camera is involved. Network appeals to White House Deputy Press Secretary Larry Speakes had not worked. Word came back that White House was deferring to "the host." But event did not go unreported. Journalists were among invited guests. And photographers—both still and video—were present. But they worked for *Review* and for Buckley's syndicated television program, *Firing Line*. At one point networks were offered dub of tape that was to be made by *Firing Line* crew. But NBC's Washington press representative, Sharon Metcalf, said that by time that was rejected on ground it would set "a bad precedent," offer had been withdrawn.

House and Senate last week agreed on **appropriations package** that includes funds for FCC, Federal Trade Commission, National Telecommunications and Information Administration, USIA and Board for International Broadcasting for fiscal 1986. Appropriations: FCC—$94.4 million; FTC—$65.5; NTIA—$13.4 million and for its public telecommunications facilities program, $24 million; BIB—$102.7 million, and USIA—$872.4 million.

.ierican Medical Association is expected to seek ban on advertising for all tobacco products this week. Call for ban has been adopted by AMA board of trustees and will be presented to AMA House of Delegates (who represent organization's 255,000 members) meeting in Washington this week. Trustee Robert McAfee said board finds "seductiveness of very attractive" tobacco ads "inappropriate." Total ban, he said, would be most effective way to decrease "alluring nature" of cigarette smoking, particularly for first-time smokers. AMA does not think action would violate First Amendment, he said. AMA call for legislation enforcing prohibition is also expected. Cigarette advertising has been prohibited on radio and television since January 1971.

Arbitron Radio Advisory Council took Arbitron officials to task last week **for not seeking advice of council when company announced its intention to increase continuous measurement for radio** from minimum of 14 markets in summer to 75 top markets, four times per year ("Riding Gain," Oct. 21). In response, Arbitron Ratings President Rick Aurichio, in prepared statement, said that "it was Arbitron's sincere decision to keep the council isolated from what might have been perceived by the radio industry as a highly controversial decision." He noted it was first time in eight years in which Arbitron did not consult with council on "an issue of this magnitude."

Former Labor Secretary Raymond Donovan and Schiavone Construction Co., which Donovan co-owns, **have alleged that CBS's *60 Minutes* ran afoul of FCC's personal attack rule** in Nov. 3 story, "The Donovan File." In complaint at FCC, Donovan, who resigned as Labor secretary earlier this year under indictment on charges of

Smoke damage. *CBS Inc. and a commentator and anchor on its WBBM-TV Chicago last week were ordered to pay $5.05 million in damages to the manufacturer of Viceroy cigarettes which said it had been libeled. A federal jury earlier had found that libel had been committed in the Nov. 12, 1981, commentary in which WBBM-TV's Walter Jacobson said the Brown & Williamson Tobacco Corp. was attempting to induce children to buy Viceroy cigarettes by using advertising that equated smoking with alcohol, sex and drugs (BROADCASTING Dec. 2). And last week, after less than two hours of deliberations, the jury assessed $3 million in general damages against CBS and Jacobson and $2 million in punitive damages against CBS and $50,000 against Jacobson. Brown & Williamson had sought $7 million in actual damages and $10.1 million in punitive damages. Jacobson said his commentary had been based on a staff report released by the Federal Trade Commission in May 1981. But he acknowledged in testimony he had ignored an aide's suggestion that he include a disclaimer from Brown & Williamson that it had not used the advertising campaign at issue and had fired the agency that proposed it. Ernest Peeples, senior vice president and general counsel for Brown & Williamson, called the award "a sweet victory." He also said it shows that the "press cannot trample over people's good names without having to answer now and then." But the case is not closed. Jeff Erdel, spokesman for the CBS TV Stations Division, said that "the damages, while less than what Brown & Williamson sought, are unjustified." He said CBS will appeal and is confident the libel verdict and the damage award will be revised and that CBS and Jacobson "will be completely vindicated."*