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the seat now tentatively set aside for Holmes—Susan Wing, an attorney at the Washington law firm Hogan & Hartson, and Allen Moore, minority chief of staff of the Senate Commerce Committee.

Also being mentioned last week were Robert Pettit, a former aide to Dawson who is now practicing law at Wiley Rein & Fielding, and Rodney Joyce, a former deputy at the National Information and Telecommunications Administration, who is an attorney with Finley Kumble Wagner Heine Underberg Manley & Casey.

According to one FCC source, Patrick is sitting this one out. Patrick will concentrate on getting Holmes seated, the source said, and avoid politicking for any replacement for Dawson.

There was no word from the White House on Holmes's status last week. But the more time that elapses without a nomination, the more talk there is about a recess appointment, which would give Holmes the seat until the 100th Congress adjourns late next year. Congress is currently expected to recess by Thanksgiving.

If Burnley's attitude toward Congress is confrontational, Dawson's is conciliatory. During her six years at the FCC, she helped assuage congressional concerns over the FCC's deregulatory initiatives. Having spent 12 years working on Capitol Hill, she probably understands Congress better than any other member of the FCC.

Dawson was considered the FCC's expert on common carrier matters. "Some of the other commissioners who didn't follow common carrier in such detail listened to her very carefully," said FCC Commissioner James Quello. "I was among them."

Dawson went along with most of the FCC's deregulatory moves in broadcasting matters, but was more than a follower. When the FCC was liberalizing its multiple ownership rules in 1984, she persuaded the FCC to temper the new rules by placing a cap on the percentage of homes any one broadcaster may reach.

She did cable a favor by insisting on a five-year sunset on the

FCC's new must-carry rules, but she has expressed concerns about the monopoly power of cable systems.

Representatives of the industries she has regulated had good things to say about her last week.

"We think she has been an extremely good commissioner," said National Association of Broadcasters President Eddie Fritts. "Her views have been fair and balanced. She's always willing to listen and consider our proposals, although she has not always voted with us. She has an expansive view of the communications landscape. We will miss her at the commission."

Said National Cable Television Association President James Mooney: "She has been fair and knowledgeable, and it's hard to ask for any more than that."

Andy Schwartzman, executive director of the Media Access Project, which has resisted many of the FCC's deregulatory efforts, had a considerably different view. "We wish her well," he said. "But if she does for air travelers what she has done to TV and telephones, we will all be stacked up over Chicago at first-class fares."

Speculation that Dawson would leave the FCC for a higher government post has waxed and waned ever since Dennis Patrick beat her out last January to succeed Mark Fowler as FCC chairman (BROADCASTING, Jan. 26).

Dawson has some valuable Washington connections. Between 1973 and 1981, she was an aide, and at the end chief of staff, to Senator Robert Packwood (R-Ore.), who helped get her the FCC seat in 1981. "The senator was spectacular. He went to bat for me", she said in a 1984 interview. Packwood also pushed her for the chairmanship in 1986.

Her husband, Rhett B. Dawson, the former staff director of the Senate Armed Services Committee, has worked in the White House since April as the assistant to the President for operations, overseeing the offices of staff secretary, administration and military (BROADCASTING, April 6).

fire from noncable constituencies that claim they are not getting a fair chance to obtain cable programming.

The new service would premiere in March with an exclusive showing of "Gone with the Wind," which Turner bought with the MGM film library. Turner said he hoped the service would present original dramatic programming in addition to the major events. To fill the void on Turner's superstation, WTBS(TV) Atlanta, once the sports programming moves over, more movies would be scheduled, he said. As to where operators could find room on crowded systems for the new service, Turner said: "You'll have to make room where you can."

In his speech, Turner said the cable industry needed to improve in four functions to move ahead. He said cable has adequately covered niche programming. It now needs to develop "dramatic first-run programming that competes with the networks." Second, the cable industry is "way behind in [its] ability to promote." Third, penetration should reach 70% in the next five to seven years, "an achievable goal." And fourth, cable needs to "dramatically improve its share of advertising dollars." He said television broadcasting had a five to one advantage over cable in ratings but a 10 to one advantage in ad billings. He said advertisers are playing the basic cable networks against one another, and inventories need to be constricted to increase rates. He saw no reason why cable cannot get 30% to 40% of local TV

sales in the future.

Turner said the "industry shouldn't compromise away things that are important to consumers," referring to action in Washington that would reinstitute syndicated exclusivity. Broadcasters and Hollywood, as chief proponents of reinstitution, are "doing it for their own selfish interests," he said, and not for the benefit of the public. He also said he was not happy with the must-carry compromise, although he did not challenge the latest set of rules. But he said they were still discriminatory. "I never asked for must carry for CNN," he said. Automatic carriage "is not their God-given right." □



Turner

Broadband's Kahn plans fiber optic overbuild on NYT Cable system in Southern New Jersey

Irving Kahn wants to put a little fiber into cable's diet.

To prove that fiber optics is an economical, reliable alternative to conventional coaxial technology, the chairman of Broadband Communications plans to build a fiber optic cable system in southern New Jersey which is already served by cable installations belonging to the *New York Times*. Kahn, who sold the *Times* the system that he now intends to overbuild, revealed his plans at the Community Antenna Television Association open forum during last week's Atlantic Cable Show.

A long-time supporter of fiber optic technology, Kahn said he decided to "put into practice today what we've been yelling about for a long time." Kahn hopes to have a full-scale cable staff on board in 60 to 90 days and to explore the feasibility of establishing fiber optic systems in other parts of the state and the country.

Kahn believes that declining prices of fiber optic technology make it just as feasible to install fiber optics as to build a 550 mhz coaxial cable plant.

Kahn said fiber optic costs are running five cents a foot. He predicted that with increased use of fiber optics in the next few years systems could be built for \$500 per home. Maintenance costs of fiber optics are much lower than that of coaxial, he assert-