

game is far from over" with the decision already facing appeal. "And, I fully expect that those who have wanted to thwart cable will run to Congress to fan the fire," he said.

The FCC is now left with only three cable rules to administer. The sports blackout rule bars a cable system from importing from a distant station a game involving a local team playing at home if the game is not broadcast locally. The other rules afford broadcasters protection against simultaneous cable importation of their network programming and require cable systems to carry the signals of local stations. Would the NCTA like to see those rules also repealed? Wheeler said: "We are taking one step at a time. Let's not be greedy and recognize that Tuesday's decision was more a victory for viewers than cable television."

Steve Effros, executive director of the Community Antenna Television Association, said: "For the first time people in smaller markets will be able to receive as much programming as those in the major markets."

NAB President Vincent Wasilewski called the decision "ridiculous," saying: "The ruling is heralded as deregulation and the end of protectionism with greater reliance on marketplace competition as the governing force. The opposite is true. There is no marketplace when neither the creator nor buyer of the product has control over its use."

Jack Valenti, president of the MPAA, said that without syndicated exclusivity, "basic cable runs rampant, buying on the cheap and getting what it wants with no permission of the copyright owner and no negotiation of any kind—which all its competitors must undergo." Valenti predicted that "in a very short time, free TV programming will be in a sad state, to the detri-



NCTA \$750,000. Some space in the 40,000-square-foot structure will be made available for sublease to lawyers or nonprofit organizations that fit the area's "special purpose" zoning. The prestigious street includes the embassies of Canada and Chile, and the headquarters of the Brookings Institution.

ment of all Americans who can neither afford pay cable nor have access to it." He said that Congress is the "last hope of inserting competition in the marketplace."

Herman Land, INTV's president, said: "We are concerned over the threat of unlimited importation of distant stations to the full realization of the independent stations' potential. Young stations, which have a difficult time as it is achieving viability against network dominance, will find it even more difficult to emerge into full stationhood."

NBC called the ruling a "step backward for the viewing public" and said it would impair the ability of local broadcasters, particularly in small television markets, to provide a local service to their communities.

ABC said the commission "is systematically eroding the base of local television with each gift it hands cable." The FCC's decision, said ABC, "clearly places the burden on Congress to rectify the unfair competition which will be further accentuated by this decision."

Reaction has begun to letter from National League of Cities that suggested its members take action to protest new Senate communications bill. Los Angeles Mayor Tom Bradley has asked city council to **impose moratorium on awarding of cable franchises**. Matter will be discussed by council committee on Tuesday, but council has already indicated it opposes such drastic action. In Minneapolis, Councilwoman Ruby Hunt said council has passed resolution, notifying state's congressional delegations that if offending language is not removed from bill, **city will put halt to franchise process** and consider municipal ownership of cable.

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National Cable Television Association convention, held in Dallas this year, generated **\$525,000 in profits** on revenues of \$1.4 million. Profits were up from \$272,000 made at 1979 convention.

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Five Western **broadcast journalists were arrested last week in Teheran** because of alleged involvement with American TV networks. Three of men, John Connor and Simon Maxwell of UPITN, and Scott Chisolm of Visnews, have been released. Both London-based news syndication services supply film to U.S. networks, something which, Visnews officials said, Iranians knew from beginning. But Carl Sorenson of Danish TV and Hami Sama of Turkish TV remain in custody. Iranians claim that two secretly worked for American broadcast media.

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Rona Barrett, gossip columnist who has been regular on ABC's *Good Morning America*, will join NBC this fall as regular contributor on *Today*, also as West Coast anchor on new 90-minute *Tomorrow* show and as host of prime-time specials.

Up4Coming

At FCC: Items at Thursday-Friday meeting, final one before August recess, will be discussion on whether to accept or reject further notice of proposed rulemaking on AM stereo (BROADCASTING, June 30); further notice of inquiry on 9 khz spacing in AM band; staff recommendation to deny NAB petition to form joint government-industry advisory group on AM allocations; license-renewal of WNET(TV) Newark, N.J.-New York. **On Capitol Hill:** House Commerce Committee continues mark-up of H.R. 6121, bill to amend telecommunications section of Communications Act on Tuesday, Wednesday and Thursday. House Committee on Foreign Affairs's Subcommittee on International Operation on Thursday will review work of U.S. at WARC. **In Cooperstown, N.Y.:** Three-day agenda of New York State Broadcasters Association meeting that starts Tuesday will include sessions each morning on Ford Foundation Media and Law Program, with FCC Chairman Charles D. Ferris and Commissioners Tyrone Brown and Abbott Washburn among participants. **In the air:** Official tests of RCA's SMARTS system for delivery of syndicated (and other) TV programs by satellite are due to start today (July 28), in conjunction with Viacom International and Post-Newsweek Stations. Tests originally were scheduled to start in October 1979 (BROADCASTING, March 19, 1979) but were delayed by number of factors including loss of RCA's Satcom III. In tests of SMARTS (selective multiple address radio and television service), Viacom programs will be sent by satellite to Post-Newsweek's four TV stations.