

**STV inroads.** FCC Chairman Mark Fowler has characterized subscription television's passing of one million household-subscriber mark as "a testimony to free market competition." Remarks came in reaction to STV stations announcing million mark was officially passed on June 21. Subscription Television Association also said that STV stations continue to add over 65,000 subscribers a month. It noted that million households "represent well over three times that many viewers" and that one million figure does not include "thousands of additional sign-ups... for new stations scheduled to go on the air soon in Philadelphia, Atlanta, Baltimore, New Jersey and Washington." Association expects 24 stations to be in operation by summer's end.

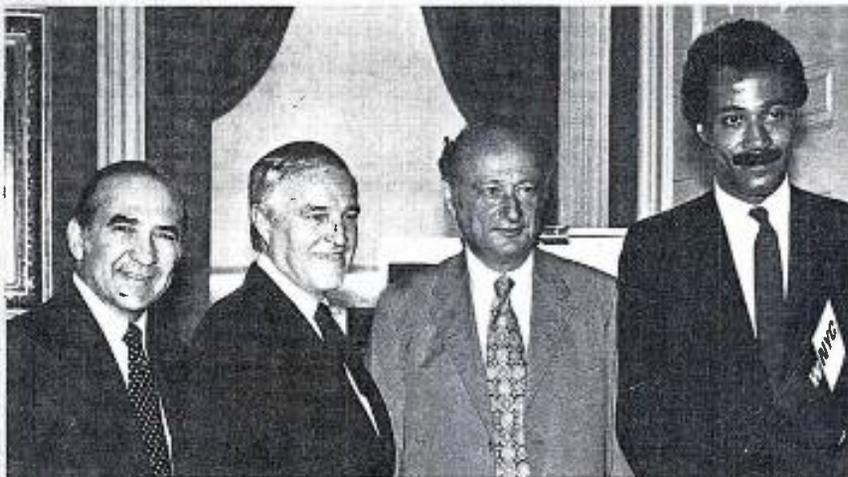
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**Ratings dispute.** Group owner Metroplex Communications has told Arbitron Radio that audit of its winter report for Washington area showed "blatant and numerous errors in editing and key operators entries," resulting in "massive come and quarter-hour losses" for company's WPKY(AM) Alexandria, Va.-WVKX(FM) Woodbridge, Va. William Sherard, Metroplex VP, told Arbitron its "errors have resulted in dramatic changes to critical demographics and competitive rankings" of those stations, and estimated their resultant advertising losses "conservatively" at \$243,000. Michael Membrado, VP-general manager, Arbitron Radio, told Sherard that "some of the misconceptions contained in your telegram will be clarified [shortly] in a written report on this subject." Another Arbitron source said revisions would change stations' ranking in one daypart, from 17th to 16th.

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**Warner win.** Warner Amex Cable Communications announced it was awarded franchise for Boston suburb of Wakefield, Mass. Company says 90 miles of plant for 9,000-home area will be completed nine months after issuance of final license. Wakefield franchise is for 15 years, puts Warner Amex's Massachusetts subscriber potential near 200,000.

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**The start.** Wnyc Foundation, which handles finances of municipally owned, noncommercial WNYC-AM-FM-TV New York, launched campaign last week to develop new funding for stations so that by 1984 they will need no city-government underwriting, which this year is expected to total about \$1.85 million. One of first contributions: \$30,000 from International Radio and Television Foundation. Campaign also got boost from New York state: Governor Hugh Carey signed legislation to increase state aid to public broadcasting stations by more than 50%, to \$14.7 million from \$9.7 million. Legislation increases public TV formula from 50 cents per capita to 75 cents per capita, increases aid to public radio to \$60,000 per station from \$50,000 per station and doubles number of eligible public radio stations to 12. Wnyc stations also got some reassurance from Mayor Edward Koch. Recalling that few years ago during city's fiscal crisis there was talk of selling stations, Koch said they are "absolutely irreplaceable resource for public service and the city intends to keep them." Pictured above are (l-r): IRT Foundation member, David H. Polinger, Wpix Inc.; Foundation president, Sherril W. Taylor, Bonneville International Corp. consultant; Koch, and Joel T. Francis, Westinghouse.

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**En Espanol.** Plans for new national TV network to serve Spanish-speaking viewers have been announced by San Antonio-based El Visitante del Barrio, which has filed for 10 low-power TV stations in nation's top Hispanic markets. According to spokesman, group is now negotiating for transponder rights to begin nationwide ethnic programming within next 12 to 24 months. Start-up costs estimated at \$20 million are being arranged "from sources within the U.S. Catholic community."

who she said subordinate objectivity and facts in the interest of the Equal Rights Amendment—"are everywhere." Hugh C. Newton, of the Hugh C. Newton and Associate public relations firm, suggested that reporters could be manipulated by flattery and special treatment. (He also said that "our side" is in a position to make or break journalists by feeding or denying them news.) DeNegro, at least, described "most people in the media" as "professionals. If an error is pointed out to them," he said, "they'll be more careful next time." But when a member of the audience—a man who described himself as a retired newspaper columnist—said that, instead of "advertising as a weapon," the solution should be "no advertising as a weapon," most in the audience applauded. That seemed to alarm Daniel J. Loden, director of VanSant Dugdale Inc., a Baltimore advertising agency, who appeared on the "weapon" panel. "Boycotts don't accomplish anything except hurt the press," he said. "No matter how mad we get at the networks and the newspapers, I say, God bless the free press. I'm against boycotts."

The conferees received more than two days of confrontation PR for their registration fee. At a banquet Monday night, they were on hand for the presentation of awards to: Dr. Ernest W. Lefever of the Center for Ethics & Public Policy, whose nomination to be assistant secretary of State for Human Rights was withdrawn in the face of stiff Senate opposition; Arnaud de Borchgrave, co-author of "The Spike"; George Barasch, of the Allied Educational Foundation; Mobil Oil, and Illinois Power.

## Distant signal rule goes into effect as NAB heads for Supreme Court

The nation's cable television operators last week were free to pick up as many distant signals as they wished, and had no reason to wonder whether local stations had the right to exclusive showing of any of them. The U.S. Court of Appeals in New York, after affirming the commission's decision to repeal the distant signal and syndicated exclusivity rules (BROADCASTING, June 23), has granted the National Cable Television Association's motion for an immediate implementation of the order. Ordinarily, the order would have been stayed for 21 days.

However, the game is not over yet. Broadcasters who have been opposing the commission's action, last week asked the court to stay its order pending an appeal to the Supreme Court. The motion contends that the request for review has a likely chance of being granted. It says the appeals court's opinion raises important questions of law on which the Supreme Court has not ruled but should. The appeals court is expected to rule on the motion this week.