



Small



Baroody



Roussel



Allin

White House reorders communications office

Office of Media Relations and Planning, to be headed by Small, and Office of Public Affairs, headed by Baroody, are formed

The communications side of the White House has undergone some minor reorganization, with changes made in structure and personnel. As for structure, it looks more like the organization in place during the Ford and Carter administrations. That's probably not surprising, since David Gergen, who is now assistant to the President for communications, headed the

old Office of Communications under Ford.

Most of the functions of the Office of Communications, including long-range planning, the speakers bureau and the Office of Media Liaison, which maintains contact with broadcasters and newspapers beyond the Potomac, will be recombined in an Office of Media Relations and Planning. It will be headed by Karna Small, who has been deputy press secretary.

Research, which had been the responsibility of the old Office of Communications, will be spun off to a new Office of Public Affairs, to be headed by Michael Baroody, who had been serving as deputy director of the now disbanded Office of Communications. Previously, he has been

assistant to Special Trade Representative William Brock. Besides providing research for a variety of purposes, including preparation of the President's briefing book, Baroody will maintain liaison with the public affairs officers of various government agencies.

Two other changes were made. Peter Roussel, who had been director of government relations for the Houston Chamber of Commerce and who joined the White House staff as deputy press secretary on a temporary basis in June, has been named a permanent addition to the staff. And Lyndon K. (Mort) Allin, formerly an assistant press secretary, has been promoted to associate press secretary.

Washington Watch

Copyright request. Motion Picture Association of America has filed request with Copyright Royalty Tribunal seeking interim increase in copyright fees paid by cable systems. Interim rates would be effective from July 1981 until conclusion of pending CRT royalty rate adjustment proceeding. Royalty adjustment proceeding was requested by National Cable Television Association in wake of FCC's dropping of syndicated exclusivity and distant-signal carriage regulations. NCTA requested immediate action so cable systems would know precise extent of copyright obligations. MPAAsaid if interim rates weren't established, "cable systems which are now reaping the benefits of new distant-signal programming... will escape paying higher royalty fees." Under MPAAs proposal, for large-market cable operator adding one independent signal, liability would increase from 16 to 31 cents per subscriber per month. Smaller-market cable system's liability would increase from 16 to 25 cents.

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* **From 60 to 7.** FCC's Office of General Counsel has denied NAB's 60-day extension request for comments in character-issue inquiry. Instead, seven-day extension was granted. New dates: Comments—Oct. 2; replies—Oct. 23.

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Foreign communications markets. Bernard J. Wunder, head of National Telecommunications and Information Administration, says U.S. has "major stake" in development of telecommunications systems in third world countries. Efficient systems in those countries, he said, are important to facilitate production, industrialization and job development. But Wunder, who spoke at International Telephone Exposition and Symposium, in Los Angeles last week, noted that many foreign markets remain closed to U.S., even though American markets are generally open to foreign competitors. Wunder said administration is making major effort to remove trade barriers. He also said telecommunications is one of "few remaining industries" in which U.S. firms currently enjoy some technological, engineering and marketing advantages.

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WATCH petition. Washington Association for Television and Children (WATCH) has petitioned FCC to deny license renewals of Washington's three network-affiliated VHF's—NBC's owned and operated WRC-TV, WDM-TV (CBS) and WJLA-TV (ABC)—on ground they have failed to provide regularly scheduled weekday programming for school-age children. WATCH, nonprofit group that has among its goals the improvement of children's programming, notes that FCC adopted policy statement in 1974 calling on stations to provide programming specifically designed for children. Stations were to comply by Jan. 1, 1976. Yet, WATCH said in three petitions, stations are not yet in compliance.

Mitchell sets cable hearings—subject close to home

The House Subcommittee on Minority Enterprise and Small Business has scheduled one day of hearings Wednesday (Sept. 23) to investigate opportunities for small businesses and minority businesses in the ownership and construction of cable television systems.

According to subcommittee staffer Sarah Etheredge, the hearings were called in response to several letters the subcommittee received from firms that felt they were being locked out of cable television by the large cable operators. She would not identify the letter writers.

For Subcommittee Chairman Parren Mitchell (D-Md.), the hearings are not his first involvement with cable television. He represents Baltimore, which is in the throes of awarding a cable franchise, and, according to the *Baltimore News-American*, Maryland State Senator Clarence Mitchell, a nephew of Parren, is working with Percy Sutton to win the franchise. Sutton, the former president of the New York borough of Manhattan, is a principal of Inner City Broadcasting, which owns three AM's and four FM's. What's more, one of Parren Mitchell's congressional aides, Jerry Lymas, is a member of the Baltimore cable study commission.

Among the witnesses will be the National League of Cities and the National Cable Television Association.