

dends, which in 1978 totaled \$1 a share. The proxy statement shows Mr. Golden-son with 394,451 shares (133,657 more than in last year's proxy); Mr. Rule, 81,704 (up by 27,235 from last year); Mr. Pierce, 25,050 (a gain of 8,800 in the year); Mr. Erlick, 12,000 (up by 3,750), and Mr. Mallardi 9,000 (an increase of 5,000).

The proxy statement sets the annual stockholders meeting for May 15 in New York.

Solid breakthrough in Florida for cameras in courts

State permanently changes rules to allow radio and TV coverage

The Florida Supreme Court last Thursday (April 12) permanently opened state courtrooms to cameras and tape recorders with virtually no restrictions.

By a 7-0 decision, the court put Florida in the forefront among all states in terms of courtroom access for journalists. For the first time, prior consent of trial participants will not be necessary, and the media may appeal if they believe a judge has excluded them from the courtroom without good reason.

The rule, which is not appealable in the state court system, closely mirrors the guidelines used in the one-year test of broadcast courtroom coverage that began two years ago (BROADCASTING, June 27, 1977). The one difference is that a judge may prohibit coverage of specific individuals, such as undercover law enforcement officials.

Implementation date of the new rule will be May 1, much to the pleasure of Florida broadcasters. According to Norman Davis, area vice president of Post-Newsweek Stations, broadcasters across the state were calling the rule a major breakthrough for both the public and the media. "The public has a tremendous stake in what goes on in the courtroom," Mr. Davis said.

Mr. Davis said that during the one-year test, there was virtually no negative feedback from the public, and broadcasters were pleased with the operation. The only opposition, he said, came from the Florida Bar Association and some state judges, the former contending that the presence of TV cameras would psychologically affect trial participants to the point of preventing a fair trial.

Broadcasters, however, claimed there was no evidence to support that position and further said there were other courtroom diversions, such as an artist with a sketch pad, which had greater effects on participants than cameras.

During the Florida experiment, segments of close to 1,000 proceedings were televised. Two cases, including the highly publicized trial of Ronny Zamora, were covered gavel to gavel.

Major leagues to play ball with cable TV

UA-Columbia Cablevision, distributor of Madison Square Garden Sports events to cable systems nationwide, has cracked the baseball front—but only outside major league cities.

Beginning April 26 and running 23 consecutive Thursday nights, UA-Columbia will offer 40 games, including doubleheaders, live via RCA's Satcom satellite. The UA season opens with Cleveland at Kansas City, immediately followed by Baltimore at California.

While certain teams already are available to cable through pick-up of distant signals, the Office of the Commissioner of Baseball claimed it is the "first professional sports organization to enter into a national cable television agreement."

At a press conference last Thursday in New York, Baseball Commissioner Bowie Kuhn stressed that the new service is "supplementary" and "will not be taking anything away" from what's now available. With the exception of San Diego, a highly penetrated cable market where the policy has been waived, the cable distribution is said not to be available in cities where the games would compete with conventional television baseball coverage.

With the April 26 launch, UA is anticipating an initial reach to some two million homes in 47 states. The service will be free to subscribers but cable operators will be charged about a penny per home per

game, UA-Columbia said.

Each game is to include 11 national advertising minutes and nine minutes to be sold locally. UA, which is charging \$650 per national minute (half that for a 30), last week claimed Pabst, Budweiser, Johnson & Johnson, Eastern Airlines, Cadbury and Uniroyal already within its baseball advertising fold. In addition, the games will include two one-minute promotion spots for baseball.

Details weren't provided, but the deal was said to be based on a formula whereby the baseball teams shown on cable will receive a cut of both advertising revenues and the amount UA collects from cable operators.

The baseball organization will select the games to be offered for cable and said that it has the go-ahead from all members of the American League and all except four from the National League—St. Louis, Houston, Atlanta and New York. The refusal of the Atlanta Braves is no surprise. Team owner Ted Turner also owns WTCG(TV) Atlanta, a superstation that already has its own cable network.

Production for the games will be handled by the Hughes Television Network. Signed for play-by-play announcing are veteran major-league broadcasters Jim Woods for Eastern and Midwestern games, and Monte Moore for Western games.

One station stays on air in Wichita Falls

Tornado disaster kills power, but KTRN has emergency generator provided under government program

The tornado that devastated Wichita Falls, Tex., last week wreaked havoc on broadcasters as well, leaving only one radio station operating (out of that city's six radio and three TV stations) for 24 hours after the twister left town.

The one station that did remain on the air, KTRN(AM), was able to do so only as a result of a government program that provided the station with an emergency auxiliary generator.

According to KTRN Program Director James Bond, the auxiliary kicked on shortly after 6 p.m. Tuesday (April 10), when power in Wichita Falls was knocked out. Mr. Bond said the station immediately suspended regular programming and broadcast storm coverage exclusively.

Mr. Bond, who arrived at the studio minutes after the tornado had moved out of town, described the scene as "chaotic." He said the station usually cuts power to 1 kw at night, but kept it at 5 kw during the emergency.

KTRN's staff was augmented by reporters from other stations as well as a local newspaper, that volunteered their services. There were at least 10 extra people working at all times. Mr. Bond said.

According to Warren Silver, general manager of KFDX-TV, his station was knocked off the air at 6:04 p.m. Tuesday, just after the evening newscast had started. The last words the station's weatherman spoke, after reporting that the tornado was on the ground and heading their way, were: "Take cover."

KFDX-TV, Mr. Silver said, had actually broadcast a warning some 50 minutes to an hour before the tornado hit. He said the death toll, which had reached 44 by last Friday, would have been much higher had people not known what to do in that type of situation.

But there was no way to protect against destruction to property. By week's end, estimates put the number of homes lost or damaged at 8,700. Sixteen of KFDX-TV's 39 staff members were left homeless.

The station returned to the air Wednesday night at 6:56 with three and a half hours of live coverage, including reports from the city council and an address by the governor.

KTRN is one of 600 stations that participate in the Broadcast Station Protection Program, paid for by the Civil Defense Preparedness Agency and administered by the FCC. According to Raymond Seddon, chief of the FCC's Emergency Communication Division, competition to get into the program is keen.