

July 20, offering the White House view as he took calls from the television audience and fenced with Washington correspondents on a local show.

For some, the President, at his press conference last Wednesday, confirmed the suspicion that he regards the White House press corps members as parochial in their view of the world. In response to a question from Daniel Schorr, the former CBS News correspondent who now represents the Independent Television News Association, as to what "bugs" him about the Washington reporters, the President said, "I think it's better for me not to have all the questions focused on me by a group that's almost exclusively oriented within Washington as a fine place of their residence and interest, and I would like to let my voice be heard and felt and the questions be heard by me and felt from various places in the country."

(One element of the President's media relations that apparently will not be changed provides for the kind of outlet to out-of-town journalists the President is seeking. It involves the practice of inviting print and broadcast journalists from around the country for every-other-Friday briefings at the White House in which the President participates.)

For all of that, there is nothing in the White House-press relations that approaches the palpable hate that White House reporters felt during the Nixon and even the Johnson administrations. Says ABC's Watson: "On a personal and professional basis, our relations with this White House have been generally good."

And Powell, for all his frustrations and the "grudge" he is said to carry, has not lost his taste for banter, even if the humor now seems somewhat grimmer. After discussing at a briefing last week the President's observation that all institutions of American life—government, business, labor, the press—were held in low regard by the public, he was asked, "Would you say UPI's rating is as low as the President's?" Powell shot back: "If they were running the damn country, it would be."

Among the decisions reached at Camp David regarding the cabinet and relations with the press was one to present the President in a more presidential light. The forceful manner in which he delivered his televised address after returning to Washington, for instance, was the product of a lengthy rehearsal with media adviser Gerald M. Rafshoon. The rehearsal involved the use of videotape equipment that enabled the President to check his performance—a technique he has used in preparing for some major speeches in the past. And the press conference on Wednesday was only the second one Carter has held in prime time since he became President, and the first staged in the glittering East Room of the White House. (Carter usually holds his press conferences in the afternoon in a nondescript auditorium of the Executive Office Building. Previous Presidents frequently used the East Room for their press conferences.)

But the putting on by Carter of a few presidential airs does not concern the White House media regulars as much as

what they see as his changed attitude toward the press. Pierpoint, who has covered the White House for CBS for more than 20 years, sees a disturbing parallel with the recent past. "The President over the past year, and Jody, have become embittered . . . It's a pattern you find when a President gets into trouble." Pierpoint saw it in the Nixon and Johnson days, but he did not expect to see the pattern in the Carter Presidency. "It surprises and saddens me," he said last week. "I thought they were better."

## Future is bright for the networks, says Silverman

**Speaking to California broadcasters, NBC president reveals parts of company study that shows conventional television not only continuing, but growing larger**

Television networks and stations not only are here to stay but will remain dominant over the newer technologies, Fred Silverman, NBC president, told broadcasters last week.

He revealed portions of a new NBC study indicating that in 1988 the three-network share of household TV viewing "will remain high—close to 90%," while the new technologies will bring the home set into use for a few more hours without cut-

## In Brief

Representative Lionel Van Deerlin (D-Calif.) circulated memo to Communications Subcommittee members last Thursday outlining **provisions of forthcoming common carrier bill**, expected to be completed this week. Included in bill will be section dealing with **regulation of cable**, outlining authority of FCC and individual states. Cable crossownership restrictions are basically restatement of current FCC rules, as are rules relating to cable TV program origination. Pole attachment regulations have three new modifications, including preserving rate standard, but without five-year sunset provision. States and local franchising authorities will be prohibited from regulating content or selection of programming available over cable system, and franchising authorities will also have authority to require cable operators to make channel capacity and associated facilities available for use by local governments, educational agencies and general public.

FCC is trying to **tie up loose ends before summer recess**: open commission meeting agenda for Wednesday (Aug. 1) lists **43 items**. Broadcast items include Taft Broadcasting request for exception to top-50 market policy in connection with proposed purchase of WOCA-TV Washington; WOCA-TV's application for renewal, which is being contested by Washington Association for Children and Television, and proposed Sonderling Broadcasting merger into Viacom. Commission will also rank priorities for presentation of fiscal 1981 budget to Office of Management and Budget.

**Line is getting longer in support of Metromedia's fight** to prevent its KTTV-TV Los Angeles from becoming **next superstation**. Last week seven additional groups filed comments with FCC supporting Metromedia Inc.'s request for review of staff decision granting ASN Inc.

permission to retransmit KTTV via satellite to cable systems (BROADCASTING, July 23). New commenters were National Hockey League, National Basketball Association, Commissioner of Baseball, WGN Continental, ABC, Independent Television Producers and Distributors, and Tandem Productions.

ABC-TV has **topped 200 mark in affiliate lineup** with wooing of WTKO-TV Meridian, Miss., from CBS-TV (effective March 1980), and signing of new stations WVGA Valdosta, Ga., WMOI Salisbury, Md., and KJCT Grand Junction, Colo. Three are scheduled to go on air by Jan. 1, bringing ABC roster to 204. **NBC-TV**, meanwhile, finds itself in **bind in Las Vegas**. Its late-night star, Johnny Carson, has turned network down for his KVVU-TV Henderson, Nev., which serves Las Vegas market, but network's current affiliate there, KORK-TV, has been ordered off air Sept. 4 by FCC for clipping violations.

Charles Grisham will try again to sell CBS affiliate **WHNT-TV** Huntsville, Ala. He has reached **agreement in principle to sell UHF station to New York Times Co.** for price rumored to be in \$12 million-\$14 million range. Deal to sell station to Gilmore Broadcasting in 1976 for \$5.2 million (BROADCASTING, Aug. 2, 1976) fell through after FCC refused to grant approval because of price fixing allegations against Gilmore's KOQE-TV Joplin, Mo. New York Times, which has also purchased, subject to FCC approval, KFMS-TV Fort Smith, Ark., for \$17.5 million (BROADCASTING, Jan. 22), owns WREG-TV Memphis and WOXR-AM-FM New York.

FCC Commissioner James H. Quello has called on broadcasters to **stand firm against efforts at "extortion"** by persons who file petitions to deny transfers or renewals. Quello, in remarks to Rocky Mountain Broadcasters Association, at Lake Tahoe last week, did not say cases of "extortion" have been demonstrated but did say commission policies make it possible for single individual, "at very little expense," to delay action on applications. And broadcasters "with greatest