

any anxiety. She is, in his view, "the best personality interviewer, as opposed to hard news interviewer." And although she did not spend much time at the White House, Speakes said he "always treated her with respect" when she was on the scene—"not only because of her skill, but because I felt she was something of a shark.... My respect for her was so great that I readily accepted an offer of a farewell interview with her on ABC's *20/20* when I left the White House, and made it exclusive."

Speakes, in his chapter on the press—it is entitled "Beat the Press"—makes public one of the feuds in which he was engaged at the White House, one involving David Gergen, the White House director of communications and now the editor of *U.S. News and World Report*. Speakes said Gergen had ambitions to fill the job of press secretary, which to this day is occupied, technically, by James Brady, who was seriously wounded in the attempt on President Reagan's life

seven years ago. Speakes said he was determined to "keep Gergen out of Brady's job," and that "guerilla warfare broke out almost at once between Gergen and his staff and me and mine." Speakes, who seems to recall the turf war almost fondly, called it "a classic case of Washington in-fighting." (Gergen is declining comment on the book.)

The President's former spokesman also reveals some of the public relations philosophy and strategy of the Reagan White House. The underlying theory was that the American people get their news from television—and that television needed pictures to tell its story. "We had to think like a television producer," writes Speakes. "And that is a minute and 30 seconds of pictures to tell the story, and a good solid sound bite with some news." Accordingly, when the effort was to promote an education program, the President was presented at a desk talking to students. "Then we would have an educators' forum where the President would make

a newsworthy statement." The White House learned early on, Speakes says, "that the rule was, no pictures, no television piece, no matter how important our story was."

Sophisticated as the Reagan White House was in the use of television (Deaver was the man in charge of image), Speakes says it was not as wise as it thought. The White House, he said, based its television judgments on television size. Accordingly, if ABC's *Good Morning, America* was the top morning show, it had no trouble booking Shultz and the other stars of the Reagan team. In the evening, it was, usually, CBS's *Evening News* that was treated to the stars. And on Sundays, it was ABC's *This Week With David Brinkley*. That approach necessarily left PBS's *MacNeil/Lehrer NewsHour* ranked "third or fourth" in White House priorities. But that was a mistake, says Speakes, "because more movers and shakers watched *MacNeil/Lehrer* than any other news show." □

Satellite Footprints

Sad end. Western Union has announced it is suing former customer IDB Communications, dominant carrier of national radio signals, for \$4.4 million. The suit alleges that IDB reneged on its five-year transponder lease from Westar. Part of the amount is \$430,000 in allegedly unauthorized, unpaid use of Westar III, on which IDB held a lease until last October when IDB moved its signals to Hughes's Galaxy II bird. Customers moved off Westar III when it began drifting from geostationary orbit late last year.

Details of the sale of the entire Westar to Hughes Communications should be complete "a few days from now," said Westar assistant vice president, Fred Knipp. When IDB left Westar, he said, several IDB signals were "much short" of completion of five-year contracts begun at various times. WU had offered to move IDB to Westar IV in 1982, he said.

The facts will show that WU breached the contract when it failed to launch a Westar III replacement, Westar VIS, before Westar II reached the end of its useful life, countered IDB executive vice president, Ed Cheramy. Launch delays forced WU to offer alternatives requiring unacceptably costly ground segment adjustments by customers, he said. The Westar VI launch would have been "invisible," requiring no such costs. IDB last fall offered WU a "modest amount" to avoid legal fees, said Cheramy. When WU then demanded hundreds of thousands, he said, IDB refused. WU then sued for "10 times the original amount...a distressing, depressing" end to a good partnership, Cheramy said.

IDB was a "pretty good customer, allowed to police itself," until spot checks led to investigation of unauthorized transmissions, said Knipp. "We deny it," Cheramy said of unauthorized use.

United they stand. United Video, which already offers superstations WGN-TV Chicago, WPIX(TV) New York and KTVT(TV) Fort Worth in its lineup of cable services, has gained from Eastern Microwave the rights to market one of its superstations—KTLA(TV) Los Angeles—launched two months ago (BROADCASTING, Feb. 15). Although United Video will be the exclusive marketer of the superstation to cable, UV executive vice president, Roy Bliss, said, "Frankly, we don't really expect the cable side to drive the service. Our primary reason for forming the partnership with EMI is to be able to offer KTLA to the TVRO market."

Stepping up. Los Angeles-based regional cable movie and sports channel, Z Channel, has left terrestrial distribution of its programming behind, signing with IDB Communications to begin distributing to cable outlets via satellite. The move will not only reduce transmission costs, said Z Channel director of administration, Mike Roberge,

but also increase distribution to include prospective systems not reached by microwave. The move may also increase distribution of the Los Angeles Angels' home games. Both Z Channel and KTLA(TV) Los Angeles, launched as a superstation by Eastern Microwave, are Angels' rights holders.

Government go-ahead. Following State Department approval, the FCC has authorized Hughes Communications to provide Turner Broadcasting System's Cable News Network programming to Colombia and the Turks and Caicos Islands. Colombia was added to the list of countries consulted under Article XIV(d) for U.S.-Latin American-Caribbean transborder services last October, and, according to the commission, TBS has certified that it holds the CNN copyright in Colombia.

Super-radio. KMNY(AM) Pomona, Calif., 24-hour all business-finance radio, has obtained a continuous audio satellite channel uplink service from National Public Radio. "Radio stations throughout North America now have access to 'round the clock' programming that specializes in money-related news and information," said KMNY vice president, Vera Gold. The signal is transmitted via Westar IV, transponder 2-D. The station celebrated its format's first anniversary April 15. NPR—which has also developed the Sound Connection Network, interconnecting recording studios in Chicago, New York, Los Angeles and Boston for voiceover recording in advertisements—yesterday, April 24, was to provide studio and satellite services to another commercial broadcaster, Stoner Broadcasting System, an Annapolis, Md.-based owner of six AM and nine FM stations. Stoner produced a live, two-way Soviet-U.S. call-in show, *Worldtalk*, distributed via Satcom IR to 75 U.S. stations.

Have Ku-truck, will travel. California-based satellite transmission services firm, B&P The Spaceconnection, has moved into new headquarters at 2340 North Hollywood Way, Burbank, Calif. 91515. Spaceconnection President and CEO Robert Patterson is also president of the Satellite Consortium Inc. The consortium is a national uplink association founded by Spaceconnection, Fairfield, N.J.-based Crescomm Transmission Services Inc., Detroit-based Northcomm Teleport and Mobile, Ala.-based MI and RF Scientific Transportables Inc. Since its incorporation last Aug. 27, said Patterson, the Satellite Consortium has performed more than 400 transportable uplink services for the broadcast networks, network affiliates, independent stations, cable programmers (including Viacom, Home Box Office and the Turner Broadcasting System) and businesses conducting teleconferences. He said consortium members have uplinked preseason Major League Baseball games and will uplink other special events.