

# In Brief

**Procter & Gamble**, nation's largest advertiser, has made "the largest single sponsorship buy for one season in TV syndication history," according to Lexington Broadcast Services President Robert L. Turner. P&G, Turner said, has bought \$15 million worth of national spots in LBS properties for 1983-84. Turner made announcement during speech to New York chapter of National Academy of Television Arts and Sciences. Speech featured another shot in arm for advertiser syndication with announcement of formation of new trade organization, tentatively called National Organization of Advertiser Supported Programs, to promote use of barter medium. More news surfaced last week that **P&G is stepping up its participation in advertiser syndication**. MCA TV announced Friday (May 13) that P&G has taken "significant position" in three of its barter series—*Salute* and *Hardy Boys/Nancy Drew Mystery* at reported investment of more than **\$5 million**. Last week it was reported that P&G had become major advertiser in *Thicke of the Night* syndicated strip (Closed Circuit, May 9).

**John Blair & Co. split its common stock 2-for-1** and increased quarterly cash dividend from 12.5 cents to 14 cents per share on common stock outstanding after split. Split increases total outstanding shares from 3,930,000 to 7,860,000. Split and dividends are payable June 22, 1983, to shareholders of record June 3, 1983.

Question of financial and other terms under which networks will telecast college football this fall was left hanging last week, after **U.S. Court of Appeals for 10th Circuit**, in Denver, affirmed lower court decision that way **NCAA** apports television rights to those games violates antitrust law. Appeals court had stayed lower court's order, but barring further court action, nation's colleges would be free to negotiate their own television contracts with networks. Case was brought by two universities—Georgia and Oklahoma—which held that rule giving National Collegiate Athletic Association exclusive right to sell television rights to college football games to networks is, per se, price fixing. ABC and CBS are in second year of four-year contracts, under which each network may televise 35 games on regional or national basis each year. Networks have paid \$131,750,000 apiece for those rights. On Friday, day after three-judge panel issued decision on 2-1 vote, NCAA was not prepared to say what action it would take. David E. Cawood, NCAA football television program director, said opinion would be reviewed over weekend to determine "the best options available." But he said that NCAA continues to believe "television protection and limitations are necessary for the welfare of intercollegiate football" and that it will continue its efforts "to maintain the



**ABC's 30th.** Leonard H. Goldenson, who was in—and largely responsible for—the spectacle, last week led the celebration of the 30th anniversary of ABC Inc. The gala marking the event concluded the ABC television affiliates annual meeting, at the Century Plaza, in Los Angeles, and a number of those who have appeared on the network over the years were on hand. Dick Clark served as master of ceremonies, and Mickey Mouse showed up with one of his original Mouseketeers, Annette Funicello.

**Morning tie.** For the first time in its history, the CBS *Mornin' News* tied NBC's *Today* show in overall ratings for the week May 2-6. ABC's *Good Morning, America*, the number-one rated network morning news show since early 1980, remains well the lead, having averaged a 5.3 rating/27 share for the week while programs on CBS and NBC averaged 3.7/18. Competition among the three early morning news programs has been heating up since early 1981. Since then, CBS has gone from a 15 to 17 share, while NBC has dropped from a 23 to a 20 share and GMA has slipped from a 28 to a 27 share. Steve Friedman, executive producer of *Today*, attributes his program's rating slippage to a lengthy transition from its previous host, Tom Brokaw, who left in the summer of 1981 to Bryant Gumbel. Friedman notes that despite an overall ratings decline, research to be unveiled this week by an outside source will indicate that *Today* offers more satisfaction to its viewers than do its two competitors do theirs.

validity" of NCAA plan previously adopted. One of winner court case, Vince Dooley, Georgia's football coach, expressed hope existing NCAA contract will remain in force next fall. "C wise," he said, "I'm afraid it would create chaotic situation come this late."

**NBC announced** last Friday (May 13) that it will buy **WJIB(FM) B from General Electric Broadcasting** for a price reported to be to \$6.5 million. The station, which programs Bonneville's beat music format, will be NBC's ninth radio property (it owns AM's and four FM's). The last major radio station purchase NBC was in 1957 when it bought **WJAS-AM-FM** Pittsburgh \$725,000 from Pittsburgh Radio Supply House Inc. NBC sold 1 stations in 1972. General Electric, which is in the process of selling off its eight radio stations and two of its three TV outlets, is left with only **KFOG(FM)** San Francisco on the market. The deal is contingent on approval by NBC's board of directors.

Proposed budgetary figures for **fiscal 1984** (which begins Oct set by new management team at **National Public Radio** last calls for **deep cuts** across board with network's news and information programming budget, consisting primarily of **All Things Considered** and **Morning Edition**, experiencing biggest slash—down current \$5.1 million level to \$3.3 million. Word of budget cuts for NPR's two most popular shows alarmed many station managers of NPR affiliates and prompted telegram from John Beck, director of **WNYC-AM-FM-TV** New York, and Peter Low, manager of programming for stations, to NPR last Wednesday saying: "significant reduction in the quality of these programs would be a devastating blow to WNYC which we will oppose by all means at our disposal." According to Ron Bornstein, new acting chief operating officer for NPR, management's plan is first to establish working proposal for fiscal 1984 budget, with NPR making final decision. Action on current \$3 million budget shortfall discovered last month is awaiting results of audit by Washington-based accounting firm of Coopers & Lybrand, which is due June 10 (BROADCASTING, 2), Bornstein said.

**NBC last week asked FCC to take "remedial action"** against **cable systems**, Athena Cablevision of Corpus Christi, Tex.; U Video Cablevision of St. Louis, and Cox Cable of New York Inc. allegedly "knowingly and willfully" **intercepting satellite feed Super Bowl coverage** and showing feed, without NBC's permission, to subscribers (BROADCASTING, Feb. 7). NBC noted that had been clean—i.e., it contained no commercials but was interspersed with conversations of NBC technicians and announcers. NBC said alleged piracy violated Communications Act and a commission to issue notices of apparent liability to offenders.

What was described as "**wide-ranging agreement**" on **minority employment and community service** at RKO General's three TV and radio stations was announced Friday by **RKO and National Ethnic Media Coalition**. Key provisions were said to be: creation of **F NBCM Scholarship Fund** providing \$25,000 annually for min