

od marks. "Broadcast coverage of national campaigns is balanced, and is available to all who have standing in the polls or side the party," concluded Michael Robinson in testimony before the House Telecommunications Subcommittee and the action task force of the House Administration Committee. "But, even in those areas where the networks do the worst job—minor parties and issue coverage—it is impossible to imagine a policy that would help and would stay within the limitations of a First Amendment."

The conclusions are based on "Over the Wire and On TV," a book written by Robinson and Margaret Sheehan, directors of the Media Analysis Project at George Washington University, and published by the Russell Sage Foundation. For the book, the co-authors studied the CBS Evening News and UPI campaign reports throughout 1980 and did "some cross-checking" with the other networks' newscasts.

Among their other findings: Reagan and Carter received almost equal time on the CBS Evening News. The networks are "highly objective" when covering the "issues." The networks do not favor the Democrats or show "overt liberal bias." The networks do not behave "imperically"—three-fourths of their campaign stories were neutral in their message about the candidates. The networks concentrate on polls and events and play down issues and candidate qualification.

er audience reach, thus allowing it to compete better with papers. Arbitron Radio Advisory Council has appointed subcommittee to solicit industry support on issue while Radio Advertising Bureau said it has asked its new consultant, Jim Yergin, to impact four-week cume ratings would have in marketplace. According to recent McGavren Guild Radio survey of 51 agency directors and planners, 50% said four-week cumes would radio "a viable advertising force."

national Association of Broadcasters President Eddie Fritts has slated a series of meetings (Aug 1-3) with executives from major stations in New York. Fritts is scheduled to meet with: James G. Thompson, president of Meredith Broadcasting; Joseph Dougherty, executive vice president and president, broadcasting division, National Cities Communications; James McCreary, Ziff-Davis Broadcasting; Ralph Baruch, board chairman, Viacom International; and Donald Pels, president and chairman, LIN Broadcasting.

TV station in Wichita Falls, Tex. (CBS on channel 6), has been sold by Wichita Falls Telecasters II Inc. to Adams Communications Corp. of Dallas for \$10,925,000. Seller has no other broadcast interests. Buyer is principally owned by Stephen Adams. It owns (AM) Wood River, Ill.; WTWN(AM)-WLAV-FM Grand Rapids, Mich.; KEZK(FM) St. Louis, and WGTU(TV) Traverse City, Mich. It is being sold, subject to FCC approval, KIVA-TV Farmington, N.M., for \$35 million (BROADCASTING, July 4). Norman Fischer & Associates Inc. brokered sale.

TV station added three full-time affiliates last week when Eagle Communications Inc., Los Angeles, switched its full complement of stations from part-time affiliation with both CBS-TV and NBC-TV. Stations are KECI-TV Missoula, KTVM(TV) Butte and KCFW-TV Kalispell. Agreement is effective Sept. 1.

A group concerned about children's programming has failed in its bid for FCC decision renewing licenses of three Washington television stations that group said had failed to provide regularly scheduled children's programming. Three-judge panel, in affirming FCC decision to renew licenses without hearing, said commission had "unreasonably interpreted" its policy statement on issue as not requiring stations to provide regularly scheduled weekday programming for children. Petitions to deny license renewals of WRC-TV, WILA-TV and WQVM-TV were filed by Washington Association for Television of Children (WATCH). After filing complaint with commission and after its brief with court, WATCH sought to broaden issue to include "general sufficiency of the licensees' weekday program-

ing." However, court said WATCH was too late with that effort; it said WATCH could have made that effort in petition to commission for rehearing but had skipped that step in favor of direct appeal to court.

At request of Media Access Project, FCC has extended comments deadline on proposal to re-examine application of fairness doctrine and equal time rule to cable television to Aug. 25; reply comments are due Oct. 11.

Senator Alfonse D'Amato (R-N.Y.) sent letter last week to FCC Chairman Mark Fowler urging commission to repeal its financial interest and syndication rules. D'Amato's letter follows letter sent by his colleague, Daniel Patrick Moynihan (D-N.Y.), also asking Fowler to rescind rules (see story, page 93).

Representatives of U.S. and West German governments will hold three days of talks starting today (Monday) at State Department on international communications matters. Talks will follow pattern set in April with United Kingdom (BROADCASTING, April 18) and will include as subjects International Telecommunication Union, Organization of Economic Cooperation and Development and International Program for Development of Communications, as well as upcoming communications conferences. Domestic developments in communications policy in U.S. and West Germany and international telecommunications services between two countries are also on agenda. State Department, in announcing meeting, said it is "motivated by a common recognition that technological and regulatory changes as well as global political and economic developments are forcing a reassessment of past practices in the field." U.S. team at talks will be headed by Ambassador Diana Lady Dougan, executive branch coordinator for international communication and information policy. Ambassador Dr. Barthold Witte, coordinator for international media policy in West Germany's foreign office, will lead that country's delegation.

Donald E. Swartz, president and director, United Television, Minneapolis, has resigned but will remain consultant to company. Evan C. Thompson, head of Chris-Craft's television division (Chris-Craft owns 47% of UTV), and operating head of C-C's KCOP(TV) Los Angeles, succeeds Swartz. In other changes at UTV, Herbert J. Seigel, chairman of board, becomes chief executive officer, and Lawrence Barnett, director, has been elected vice chairman of board.

Telephone turf fight. Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, announced last week they are introducing legislation aimed at holding down local telephone rates in the wake of the AT&T divestiture. The legislation will play havoc with the FCC's landmark access charge decision, which would require local telephone users to pick up some costs currently picked up by long-distance services. Joint hearings have been set for July 28 and 29 ("Closed Circuit," July 18).

The FCC is scheduled to reconsider its access charge decision July 27, but no major modifications are expected, and some commissioners are already urging Congress to back off. In a speech to the Organization for the Protection and Advancement of Small Telephone Companies last week, for instance, Commissioner Henry Rivera said the FCC already is "concerned and committed" to insure universal telephone service. Passing legislation is a "tortuous and time-consuming" process, he noted. "Once enacted, if statutes become non- or counterproductive, they may be 'incapable' of being quickly adjusted or rescinded," he said. "Legislatures [also] have a tendency to use their big guns to blow even unintended targets out of the water," he said. "This matter would be far better left to the FCC which can react quickly and with the requisite precision to any unforeseen consequences."