

Advertising plans were being submitted last week for **networks' upfront season**, although **most sources did not expect marketplace to take shape until after July 4 weekend**. Based on plans submitted so far, one network executive expected total dollars available for upfront purchases to be just under \$3 billion, amount slightly less than just-over \$3 billion spent last year. That total was deemed "reasonable" by one ad agency counterpart, although totals as low as \$2.6 billion have also been put forward in posturing between networks and agencies. With most parties to negotiations still waiting for NBC to set pace, pricing variables yet to be known include amount of inventory networks will set upfront. Also complicating picture is recent pick-up in third-quarter scatter market, partly attributed to injection of money by General Motors in several dayparts. For daytime there is less uncertainty, with at least one network executive agreeing that C-P-M's will decline.

Western Tele-Communications Inc., 51% owned by Tele-Communications Inc., **has bought Taft Cable Partners**, joint venture between Bass Group and TCI, for **\$420 million**. Systems, concentrated in Michigan and New England, serve 210,000 subscribers. Purchase will give WTCI 560,000 subscribers. Also last week, WTCI board approved name change to WestMarc Communications and voted to continue stock repurchase plan. Company has already repurchased 2.2 million shares and said it may purchase another one million. WestMarc also signed agreement last week with MCI to build 1,500-mile digital microwave system between Seattle and Denver. Eight channels are to be built as part of 10-year agreement. MCI said it plans to use link "to provide alternate routing to [its] fiber optic network."

NBC News informed staff of **Before Hours** last week that 15-minute early morning business news show **will end its run on network when summer Olympics debut Sept 16**. *Before Hours* is fed to affiliates to run before *Sunrise* (Today-show lead-in that is carried by most affiliates at 6:30 a.m.). *Before Hours* executive producer Gerry Solomon said that 170 of roughly 210 NBC affiliates carry program between 5 and 6 a.m. Four of eight NBC affiliates in top 70 markets carry FNN-produced *Business This Morning*, early morning half-hour business program syndicated by Viacom. Viacom show is carried by 137 stations covering 90% of the country. Solomon said that NBC News President Larry Grossman told staff that as new business news ventures start up at NBC (such as NBC programming of cable channel Tempo), *Before Hours* staff would move into those areas. *Before Hours* is produced in association with *The Wall Street Journal*, which brings to show corps of reporters, as well as other business journalism assets.

In **affiliation change in Knoxville, Tenn.**, last week, **NBC picked up CBS-affiliate WBIR-TV (channel 10)**, Multimedia station. NBC affiliation agreement with current NBC affiliate WTVK(TV) (channel 26) expires Sept. 9. That station said that it had no agreement with CBS and that its affiliation position remained unknown as of last week. WBIR-TV dominates Knoxville market in ratings currently. Station will join NBC network prior to beginning of summer Olympics.

INTV appeared to have moved toward resolution last week of **underreporting of independent television stations in Nielsen and Arbitron diaries**. Resolution will essentially require ratings services to issue reports detailing differences between diary and meter methodology. Arbitron vice president of station sales and marketing Pete Megroz said last week that Arbitron agrees with INTV stance and that ratings service will now break out independents separately in meter and diary ratings. Date by which separate reporting of stations will begin remains to be determined. Nielsen also said that it agrees with INTV's claim and next step will be to determine format and timing of report.

Galavision said last week that it will launch nation's **first 24-hour Spanish-language news and information service** called ECO on Sept. 1 over cable channel's 300 affiliates reaching one million Hispanic homes. Channel will originate from Mexico with feeds

from every major Hispanic center around world. Launch of advertiser-supported channel completes Galavision's 18-month transition from pay to basic.

Robert Kreek has been appointed president of Fox Television Stations, succeeding Dirk Zimmerman, who left for Group W Productions, as president, last month. Previously, Kreek was executive vice president, Fox Inc., where he had responsibility for Fox station group.



Kreek

Lorimar Film Entertainment has laid off 76 employees, following new distribution agreement with Warner Brothers. Lorimar spokesman said company, in effect, is "closing their distribution division." Division had 110 employees. Seven more will leave after their contracts have been settled and additional layoffs may be in offing remaining 27 employees, but spokeswoman said that decision won't be made for several months. Divisions within Lorimar Film Entertainment that were affected by layoffs were distribution, acquisition, sales, marketing, publicity and promotion.

In gearing up for vote this Wednesday (June 29) by House Telecommunications Subcommittee on **home satellite bill** (H.R. 1885), **number of amendments were said to be in offing**. Both Representatives Cardiss Collins (D-Ill.) and Bill Richardson (D-N.M.) were believed to be working on EEO language to insert in bill. Collins initiative was being described as "killer amendment." Republicans Tom Tauke of Iowa and Howard Nielson of Utah were also interested in revisions but it was uncertain whether they would offer substitute bill.

Representative **Robert Kastenmeier** (D-Wis.) **introduced colorization bill** last week. H.R. 4897 would require labeling of films that are colorized (see page 55). Bill specifies that labeling would include nature of alteration and objections by any party directly related to film's creation. Bill would also set up national commission to encourage preservation of films. Meanwhile, Rules Committee has postponed further debate until tomorrow (June 28) on amendments to Interior appropriations bill that would set up national commission to determine which films could not be colorized without changing title.

House Judiciary Committee chairman Peter Rodino is convening **hearing this week** (June 30) **on Senate bill aimed at reducing violence on television**.

Metroplex Communications, Cleveland-based radio group, has placed **WRFX(FM) Charlotte, N.C., on block**. Station value is estimated to be in excess of \$15 million. Company has retained Gary Stevens & Co. for sale.

Group called **"Americans for Bush" has announced plans to spend \$10 million** in behalf of Vice President George Bush's presidential campaign. **Among other things expenditures will go for series of television commercials**, first of which, previewed for reporters, traces Bush's career from Navy pilot in World War II through his various jobs in Congress and government to his present role "as Ronald Reagan's trusted vice president." Americans for Bush effort, which is independent of vice president's own campaign and therefore not subject to federal spending limits, is being financed by National Security Political Action Committee. Retired Admiral Mark H. Hill, who appears in commercial, told reporters PAC "supports the initiatives of the active-duty mili-