

called violent programs and their sponsors.

"There's no proof that TV causes someone to be violent," Mr. Mulholland declared. "And there's no sex on TV, if you know what sex is." As for combining sex and violence into one word, that is a "very dangerous" thing, he observed.

Mr. Duffy told the news conference that his network is much better because of criticism from such groups as the National Parent Teachers Association, but feels no deadline to cut violence. He added that boycotts to effect that end would create a "very, very dangerous precedent."

Expanding further on the sex issue, Mr. Mulholland called TV "the most conservative of any medium. It will and should remain that way even though it will change as the public taste does." Mr. Duffy called ABC "tremendously responsible." He said the main objections to *Soap* are coming from an "organized" mail campaign. He conceded "perhaps there might have been an overabundance of violence on TV a few years ago, but that has 'diminished tremendously.'" He saw a danger that networks could "sanitize to stop reality, and give fantasy programming."

At the newsmaker luncheon, CBS's East Coast vice president for programming, Harvey Shephard, filled in for former CBS-TV President Robert Wussler. He said his network's sweeping restructuring of broadcast operations last week (see page 19) was dictated by "our erosion over time" from leadership into a situation where "we're fighting to see who's in second place."

Mr. Shephard said the "very competitive nature of the television business" made the TV network presidency "just too much of a burden" for one man. He said CBS will place a "great emphasis" on programming and scheduling, with pilots to be commissioned in the next few weeks ranging from animation to serials.

By the 1980's Mr. Shephard predicted

improved equipment to the extent that "a four-thousand-pound monster will be reduced to a ten-pound jewel that will fit in the palm of your hand." This flexibility will let television reporters compete more intensely with their print counterparts, he declared.

"The explosion of the long-form show," Mr. Shephard said, will let television "pick and choose" from top acting, directing and writing talent. No longer, he contended, will television be a "second-class citizen."

Though he noted that production costs have doubled in the last five years, the CBS executive said advertisers will invest \$14 billion with the networks in 1984, more than twice the \$6.5 billion he said they spent with network TV last year, because "advertisers will continue to decide that they cannot afford not to be on TV."

This was in line with Mr. Duffy's declaration that TV is the "most cost-efficient advertising medium ever invented" and Mr. Mulholland's contention that TV will continue as a "unique national communicator."

In his luncheon speech, Mr. Mulholland predicted tighter competition among the networks and no long-term dominance by a single network.

Mr. Duffy saw no radical changes in TV for the next few years, saying pay cable will have only incremental growth. He doesn't think the public will "allow" super events to be siphoned to pay TV, even though he sees pay cable being able to compete for such events with 15-million pay-TV users and \$2.5 billion in pay-TV ad revenues by 1987.

On expanded evening news, the ABC and NBC presidents predicted that local coverage would compensate for the networks' failure to expand national coverage. Mr. Mulholland noted that his network couldn't get affiliates' approval for more national news last year. Mr. Shephard said CBS plans a new prime-time version of the

unsuccessful *Who's Who*—"timely, perhaps a little gossipy." In the future, Mr. Shephard said, the most successful network will, over 22 hours of weekly prime-time programming, run 14 hours of series, four hours of Hollywood or made-for-TV films, three hours of specials and "at least" one hour of public-service programming.

Both he and Mr. Mulholland believe that series will still be the backbone of programming, Mr. Shephard saying that viewers prefer "old friends in familiar scenes."

PBS President Grossman said that the "politics of poverty" caused the bickering between his organization and the Corporation for Public Broadcasting, and that he hopes satellite distribution will help public TV to sharpen its current focus on live coverage (like that day's "Koreagate" hearings).

Battle lines form as expected on petition against super stations

NAB, broadcasters support MPA A petition for inquiry into effect of local TV programming that is widely disseminated by satellite and cable; NCTA and two outlets involved in such distribution voice opposition

Are satellite-distributed television stations such as WTCG(TV) Atlanta and WYAH-TV Portsmouth, Va., hindering the development of local broadcast outlets? Broadcasters, generally, answered affirmatively in comments that have been filed at the FCC. Cablecasters and the two stations with the greatest interest in satellite distribution said no.

The comments were filed on a petition by the Motion Picture Association of America for a commission inquiry into the impact of the so-called "super stations" (BROADCASTING, Aug. 29).

The National Association of Broadcasters, supporting the MPA A petition, said that the development of the super stations "will adversely affect locally oriented broadcast service." The impact, the NAB said, "will be felt first" in the small television markets.

Other broadcasters joined the NAB. One, Western Broadcasting Corp., said the super stations have become "competitors" with independent stations. Their presence in the smaller markets, Western said, will "discourage entry of new independent stations."

A joint filing by Kelly Broadcasting, McGraw-Hill Broadcasting, Taft Broadcasting, 220 Television Inc. and NEP Communications said an inquiry would be a "prompt and appropriate" commission action "to prevent the injury to local broadcast service in television markets of all sizes and locations threatened by the



Broadcasting busy in Boston. Besides the NAB's meetings there last week (see page 34), these representatives of the three commercial networks and their noncommercial counterpart met with the press (l-r): James Duffy, president of the ABC TV Network; Harvey Shephard, East Coast vice president for programming of CBS; Robert Mulholland, president of NBC-TV, and Lawrence Grossman, president of PBS. Moderator of the session, at far right, was media critic and MIT lecturer Edwin Diamond.