

those at WPIX itself, INN is relying on international suppliers UPITN, Visnews, UPI and AP. Affiliated stations also are contributing.

INN's first-year budget has been planned at \$6 million—a figure WPIX expects to earn back if all six 30-second national advertising positions are sold. By last week's launch, the network newscast was sold out to Dean Witter and Block Drug (through BBDO), Lever Bros. (Young & Rubicam), General Foods (J. Walter Thompson), Mobil (in house) and Bristol-Myers (in house). WPIX asked advertisers for a one-year commitment costing \$1 million, or a little less than \$4,000 for a 30 each evening. Advertiser response, according to WPIX Inc. President Leavitt J. Pope, has been strong enough to think about going to seven nights a week before the end of the year.

John Corporan, WPIX vice president, news, and INN chief, acknowledged that \$6 million doesn't come close to the budget of ABC, CBS and NBC but maintained that a network service still can be provided. The competitive key factor, he added, is that INN is providing network news "when nobody else is"—in prime time.

The INN feed via Westar satellite is transmitted at 9:30 p.m. (NYT), with most stations delaying it a half-hour and many following with a half-hour of local news. Last week only KXTX-TV Dallas took the INN feed live.

In the coincidental ratings measured for premiere broadcast, WPIX received a 2.2; KCOP a 4.8 and WGN-TV an 8.2. In New York, WPIX faced a competitive problem from what normally had been one of the stations' best ratings friends: the New York Yankees. Although WPIX holds the Yankee rights, last Monday was one of those evenings when a network, this time ABC, carried the game nationally.

Encouragement from Muskie

He indicates he can support free-press efforts at UNESCO meeting in Belgrade; he also says he'll run 'open' shop

A group of newspaper publishers and broadcast industry executives came away from a meeting with Secretary of State Edmund S. Muskie last week heartened over his response to a request that the U.S. support free-press issues at a UNESCO meeting in Belgrade, Yugoslavia, in September. But he was unable to give any assurance regarding the degree to which the United States will be prepared to meet commitments made in November 1978 to help Third World countries improve their communications systems.

The news executives did receive a pledge from the new secretary of state, however. He said he would run an "open" State Department, one sensitive to the feeling that a politician, like himself, can



Huddle. Newspaper and broadcast executives met with Secretary of State Edmund Muskie last week to express concerns about what they see as an anti-free-press tilt in UNESCO. Clockwise from right foreground, they are Arthur Sulzberger, *New York Times*; Katharine Graham, *Washington Post*, Post Newsweek stations and president of the American Newspaper Publishers Association; Muskie; Argentina Hills, *El Mundo*, San Juan, Puerto Rico; Allen H. Neuharth, Gannett Co.; George Beebe, *Miami Herald*; Jerry Friedheim, American Newspaper Publishers Association; Philip Power, Suburban Communications Corp.; Curtis Prendergast, consultant to Time Inc.; Roderick Beaton, UPI; William Leonard, CBS News; Harold Andersen, *Omaha World-Herald* and chairman of World Press Freedom Committee; Matthew Nimetz, under secretary of state for security assistance, science and technology; Leonard Marks, Cohn & Marks and secretary treasurer of World Press Freedom Committee; Arch Madsen, Bonneville International Corp., who represented the National Association of Broadcasters, and, partially hidden, Henry Grunwald, Time Inc. Not seen is Keith Fuller, AP.

bring to the job—that political acts should be made in the public view.

The group, headed by Howard Andersen, publisher of the *Omaha World-Herald* and chairman of the World Press Freedom Committee, which arranged the meeting, stressed that, as Andersen said, American media organizations are prepared "to help the Third World and developing countries" develop their communications capabilities and train their journalists in ways that are "consistent with the principle of freedom of access [to sources] and the free flow of information."

But the group expressed concerns about the MacBride Commission report on the study of communications problems, which will be on the agenda at Belgrade. George Beebe, of the *Miami Herald*, said the report contains a number of conclusions American journalists support. But he also said it includes recommendations that U.S. media representatives feel run counter to U.S. traditions under the First Amendment.

A group in the State Department last week began studying the report with a view to developing the U.S. draft comments by early August. The report will also have the attention of an interagency group that has not yet been established.

Muskie's readiness to meet with the group was itself taken as an indication of support. He also said the agenda the news executives submitted "ought to be within our reach." And he was clear in his espousal of First Amendment principles.

All of which led Andersen to tell reporters later that Muskie's response "was

very positive."

However, the only item on the group's agenda that seemed to offer no problem for the State Department was the naming of a media representative to the five-member delegation that will represent the U.S. in Belgrade. Andersen had said the group supported Elie Abel, the former NBC News correspondent and dean of the Columbia School of Journalism now on the faculty of Stanford University, whose name was reported to be under consideration ("Closed Circuit," June 9). "Abel is no problem; that's the easiest," Muskie said.

He also said the State Department would "try" to be prompt in naming the delegation, which will be backed by seven alternates and a number of back-up personnel. The only other person State is believed ready to name is John Fobes, a State Department official who has been on loan to the UNESCO staff in Paris.

The commitments concerning aid to developing nations' communications systems that were discussed with Muskie had been made by John E. Reinhardt, director of the U.S. International Communications Agency, at a UNESCO general meeting in Paris (BROADCASTING, Nov. 6, 1978). He spoke of a program to help developing countries apply the benefits of satellite technology to economic and social needs in their rural areas—a six-year, \$24-million program—and of a plan to set up regional training centers for Third World journalists.

It would be "helpful" to have a report on "Reinhardt's commitments" for pre-