

## CBS Up In Carter Appointments, Down In Viewer Ratings

The Carter administration is unofficially reported to be considering two CBS-TV bigwigs for top ambassadorial appointments...

CBS State Department reporter Marvin Kalb has refused to deny rumors that he may be the Carter team's choice for ambassador to Israel. Kalb certainly ought to know how step-by-step diplomacy is conducted... having sedulously followed the Kissinger waddle back and forth across the Middle East for CBS. In fact, Kalb might be described as Kissinger's personal Boswell... he and his brother, Bernard, CBS's Defense Department reporter, have co-authored one laudatory biography of Henry already, and Marvin reportedly has another Kissinger book on the way...

Prior to his detachment to Dr. Kissinger, Kalb was CBS's Soviet correspondent... and received his academic training in foreign policy at Columbia University's school of Russian studies, formerly headed by Carter's National Security Advisor Zbigniew Brzezinski.

Kalb's latest exploits involve a series of events beginning with the State Department Press Association's decision to expel one of its members, news commentator and Episcopalian Father Les Kinsolving, accused of paid agency for the South African government. Numerous broadcast situations found Father Kinsolving defending the South African racist regime in a fashion above and beyond the call of "objective news reporting" duty. Kalb, however, objected so strongly to the Kinsolving expulsion that he resigned from the elite press club in protest. One week later, his name turned up in well-

informed Washington gossip circles as the leading choice for the Israeli diplomatic post.

Former CBS broadcasting president Arthur R. Taylor is similarly reported under consideration for the post of ambassador to Japan. CBS chairman William S. Paley, known for his OSS background and his dictatorial way, fired Taylor from the network's presidency last year while retaining him on the station's board of directors. Taylor recently travelled to the Soviet Union as a CBS negotiator for U.S. television rights to the 1980 Olympics in Moscow ... in which CBS lost out to NBC. Diplomatic sources have it that Taylor may reject the ambassadorial position in order to remain at CBS for the upcoming transition of power from the aging Paley to his as yet unnamed successor.

Taylor's career credentials include memberships on the Rockefellers' Trilateral Commission, the New York Council on Foreign Relations, the United Nations Association and numerous other Rockefeller-connected banking and international institutes.

Prospects of new glory for CBS in the Carter administration, however, did little to lighten the "somber" scene reported from CBS network's meeting with its broadcast affiliates in Miami Beach last week. The occasion for sobriety was current broadcasting president Robert D. Wussler's report to the affiliates... CBS, long number one in the ratings, has fallen to third place, behind its competitors NBC and ABC.

## Conservatives To Buy Washington Star?

*The Washington Star*, D.C.'s only afternoon newspaper and the sole competitor to the *Washington Post*, may be acquired by conservative publisher John McGoff. McGoff is president of the sizable Panex chain of news dailies and weeklies in Michigan, plus the southern California daily Sacramento Union newspaper. When McGoff showed up in Washington last week, present Star owner Joseph Allbritton's name suddenly disappeared from that paper's masthead.

Numerous explanations have been offered Allbritton's move to re-designate himself as chairman of the board — and no longer publisher of the Star — including the idea that Allbritton is trying to "scare" his unionized newspaper workers into accepting a third year without wage

increases at the financially troubled paper by feigning a sale. Allbritton himself has offered "no comment."

Texas banker Allbritton bought the paper in 1974 from D.C.'s Kauffmann family, he has since been under pressure from the Federal Communications Commission (FCC) to divest his Washington media holdings of either the near-bankrupt Star or its less prestigious but more profit-making broadcast affiliates, WMAL-TV and radio.

A possible clue to the situation: John McGoff himself forced the FCC to invoke its little-used divestiture penalties against Allbritton after McGoff had lost a competitive bid with Allbritton to buy the Star from the Kauffmanns. Given the FCC's current actions, an offer from rival McGoff may now look good to Allbritton.

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