

Offer is being introduced in all markets served by Mobile Systems, including Washington, Baltimore, Philadelphia, Pittsburgh. Mark Blate, dir.-mktg., said Bell Atlantic expects competitors, including Cellular One, to follow suit. When Bell Atlantic introduced first rental plan -- Alex Executive Business Plan -- 7 months ago, competition followed within several months, he said. That plan costs \$99 a month, includes 60 peak and 60 off-peak min. of use. Lyons admitted that Cellular One, nonwireline franchise that entered Baltimore-Washington market several months before Bell Atlantic, has market edge. But he said research indicates potential of 70,000 customers in Washington-Baltimore, 75,000 in Philadelphia and 25,000 in Pittsburgh in 3-5 years; he said market would be large enough for both companies.

Sides With Westmoreland

QUELLO CRITICIZES BROADCASTERS FOR NEWS 'ARROGANCE'

'Arrogance' of TV news reporters is undermining credibility of medium, FCC Comr. Quello said Mon. Blasting TV news for "biting the hand that feeds it," he told 2nd annual conference on The Business of TV News sponsored by Television Digest Inc. and McHugh & Hoffman in Washington that TV news has "trivialized" govt., fueling arguments of "those who would retain, even tighten the straitjacket on electronic journalism."

"The 'adversarial' excesses by the media will destroy its most valuable asset -- its credibility," Quello said. Citing "insolence" of some reporters at White House news conferences, Quello contended: "It's a presumptuous notion to believe that the media was annointed on high as the nation's 'adversary,' its omnipotent judge and jury."

Quello came down squarely on side of Gen. William Westmoreland in his suit against CBS, saying that general was "unjustly maligned" and that network's documentary about Vietnam War was "one-sided" and "shoddy journalism." Quello said: "As I see it, Gen. Westmoreland made a command decision regarding enemy strength which he had the right and obligation to make, right or wrong... CBS won the lawsuit but suffered a journalistic embarrassment and a public relations defeat."

On CIA's fairness complaint against ABC, Quello said: "It's fortunate that the present FCC doesn't believe in substituting its editorial judgment for that of a broadcaster." He called ABC report about alleged CIA murder of Honolulu businessman an "unbelievable accusation" for which he suggested network failed to apologize adequately. Referring to some in White House press corps, Quello added: "I think the insolent approach to the President by some nationally known reporters at press conferences has helped to produce the so-called 'teflon President' because the President has been seen reacting graciously to undignified assaults."

Quello urged broadcasters to stick to facts, asked them to reexamine attitudes, manners and adversary mentality. Repeal of fairness doctrine probably won't come, he said, until Congress is convinced that broadcasters have earned it. "To the extent that the American people perceive that the press... is pursuing its self-interest to the detriment of the public interest, the press has reason for concern," he said. "Is it possible the electronic press might become so powerful and so arrogant that the public would approve or acquiesce in a remedy that goes far beyond merely correcting the problem?" he asked.

Quello remarks came during conference on business of broadcast news for station executives and managers that continues today in Washington. Industry experts are examining changes in audience that are remaking face of TV. "Competitive forces are increasing almost geometrically while audiences are becoming more difficult to identify," said Jacques de Suze, McHugh & Hoffman vp, in setting tone for conference. Experts agreed, cited continuing audience fragmentation and less promising economic future of middle class today. Kan. State U. Prof. Richard Coleman described demographic changes, said viewers are more interested in satisfying immediate material needs and less interested in TV news about broad issues such as federal budget or racial inequality. He and other experts said TV viewers have learned to be more involved with the media and that newscasts must give viewers information they can use in everyday life.

Pollster Peter Hart explained that "cohesive forces which pulled this country together and allowed the rise of the TV networks... are breaking down" faster than broadcasters are recognizing in their programming. Audience is more educated, white-collar and working female, experts said. But TV news, particularly late night newscasts, continue to cater to "housewives" by assuming they have captured audience that automatically tunes in to favorite station, Coleman said.

Public is more sophisticated user of media, argued Paul Lenberg, senior vp-A.S.I. Research. Lenberg, McHugh & Hoffman Pres. John Bowen and others noted that leisure activities have changed dramatically in recent years, said that TV watching now is done in tandem with other activities and that young people, in particular, watch TV while doing other things. Newscasts and other programs must be changed accordingly,