

opoly services. Under terms of policy laid down by FCC in December, AT&T would not be permitted to use system for services that would be competitive with those of other carriers, like television program transmission, for three years after operations begin—and then only on condition AT&T divests itself of its ownership in Comsat (BROADCASTING, Jan. 1).

Comsat, which expects to launch first satellite by fall of 1975, will invest \$150 million in system. AT&T's payments under lease would total \$272 million during seven-year life of satellites.

Comsat will use presently allocated 4 and 6 ghz bands. But satellites will also contain millimeter wave experimental package, permitting tests and development of higher frequencies near 18 and 30 ghz for possible future commercial satellite application.

OTP renewal bill all set; Whitehead says it will take pressures off broadcasters

Clay T. Whitehead, director of Office of Telecommunications Policy, says license-renewal bill administration is expected to send to Congress this week will "probably" result in more broadcasters losing licenses than has been the case under present law.

But Mr. Whitehead also said proposal would "insulate" broadcasters from those in government and in their communities who might try to pressure them into presenting programming they want.

Mr. Whitehead, who discussed proposed bill and his attitude toward media in breakfast meeting with reporters on Thursday, noted specific standards under which broadcasters' performance would be judged at renewal time — whether broadcaster has determined and met needs of community and whether he has

afforded reasonable opportunity for discussion of conflicting views on issues of public importance.

FCC, Mr. Whitehead said, could develop more objective criteria, and would "be able to take away more of the licenses of broadcasters that reasonable men would concede are not doing a good, conscientious job."

Existing process, he said, "is geared to make sure" that commission does not deny license renewals.

But Mr. Whitehead also maintained that all stations—good, bad and indifferent—are subject to threat of losing license. And challenges to licenses, he said, can be used by commission or citizen groups to pressure stations into presenting programming they think worthwhile.

Administration's proposed bill, he said, would blunt that threat. "If you believe the First Amendment applies, what we proposed is a move away from detailed government control."

Mr. Whitehead predicted proposal would be opposed by minority groups who find useful FCC's power to pressure broadcasters into providing certain kinds of programming.

Fact that only one television station (WHDH-TV Boston) has lost license to challenger at license-renewal time prompted one reporter to ask why administration should seek to provide statutory protection for renewal applicants against such challenges. Proposed bill would require challenger to make prima facie case that incumbent has not met two basic standards of determining and serving community needs and is charging fairness-doctrine obligations.

"The main value of the sword of Damocles is that it hangs, not that it drops," Mr. Whitehead responded. "Once you take a guy's license away, you lose your leverage over him. That applies to the FCC, to activist groups, or to a group of community leaders in a community."

Proposed legislation, at last report Friday, was reposing on President's desk, with expectation it would be submitted to Congress before House Communications Subcommittee starts hearings on Wednesday.

OTP lawyers are said to have "sharpened and polished" it and to have reduced its "ambiguities" after reading comments on it submitted by other agencies, including FCC. Two changes are described as "major."

One makes more specific kind of "pre-determined performance criteria of general applicability" regarding programming that commission would be barred from considering in reviewing renewal applicant's performance (it mentions quotas, percentages, or categories referring to a prior judgments on format or programming).

Other is designed to clarify kind of hearings that would be held if challenger passed initial hurdle of making prima facie case against incumbent. It would be two-stage affair, in which commission would determine, in first stage, whether incumbent in fact has failed to meet

community needs or fairness-doctrine obligations. If decision goes against incumbent, he would either be denied renewal or allowed to continue in comparative hearing with challenger.

Minow tees off on Whitehead, Gold returns the honor

Attorney Newton Minow, chairman of noncommercial WTTW-TV Chicago and former FCC chairman, said Thursday (March 8) that owners and managers of stations affiliated with networks have no business using "their own personal predilections, their own political views" in attempting to monitor so-called ideological plugola on networks.

Headliner



Mr. Mulholland



Mr. Meaney

Robert Mulholland, executive producer of *NBC Nightly News*, named VP, TV news, and **Donald V. Meaney**, VP news, appointed VP, TV news programming, in major reorganization of NBC News (see page 62).

John Tyler, general manager, WQXI-TV Atlanta, elected president and chief executive officer, Pacific & Southern Broadcasting Co., New York, assuming duties formerly handled by **DeSales Harrison Jr.**, who continues as board chairman. Mr. Tyler remains general manager of WQXI-AM-TV and WQXI-FM Smyrna, Ga.

Gerald Blum, general manager, WQXI-AM-FM takes on additional responsibilities as general manager of P&S's radio division, replacing **Kent Burkhardt**, who has resigned. **James G. Robinson** has resigned as executive VP but continues as treasurer of P&S. Merger of P&S into Combined Communications Corp., Phoenix, has been approved by boards of directors of both companies (BROADCASTING, Jan. 29).

Richard H. Harris, president, Radio Advertising Representatives Inc., Group W representation firm, named president of company's radio station group. Post has been vacant for several years. Replacing him as president of RAR is **Michael Flaherty**, who has been VP and general manager of that company.

Grover C. Cobb, executive VP in charge of government relations, National Association of Broadcasters, Washington, named senior executive VP, new title (see page 50). Mr. Cobb will continue to specialize in government relations.

In Brief

Accent on access. Twentieth Century-Fox television offering for first-run syndication two dramatic series, *Great Mysteries*, with Orson Welles as host and produced by Unicorn Films Inc. and *Century Theatre*, co-produced with BBC. *Great Mysteries* has been sold to CBS-owned stations and *Century Theatre* to ABC-owned stations for next fall in prime access time. ■ **Missouri awards.** Among winners of Missouri Honor Awards for distinguished service in journalism announced yesterday (March 11) are NBC-TV's *Meet the Press*; Sam Cook Digges, CBS radio president, and *Washington Post*. Awards, sponsored by University of Missouri, Columbia, will be presented at banquet April 6. ■ **Sports-caster killed.** Bill Malone, 48, sports-caster for WMAL-AM-FM-TV Washington in 1950's and ABC network in 1960's, died March 8 in automobile crash on New Jersey Turnpike. ■ **At all levels.** National Association of Broadcasters supports absolute newsmen's-privilege bill applicable to state as well as federal proceedings, said NAB General Counsel John Summers in statement Friday (March 9) to Senate Constitutional Rights Subcommittee.