

hour mixture of entertainment, information and news to be introduced next Jan. 6, was announced to affiliates and not unanimously welcomed. Some affiliates had wanted straight news feeds from network to be fitted into morning schedule with their own locally produced programming. As described by Dennis E. Doty, director of morning program development, *A.M. America*, over average week, will contain 240 minutes of news and public affairs, 253:20 minutes of entertainment and information and 106:40 minutes of commercials and station breaks. Network news summaries will appear in each half-hour. Placements of commercial pods and station breaks will be patterned after NBC's *Today*.

A.M. America will be fed live from New York at 7-9 a.m. eastern time. Second hour will be taken live in central and mountain time zones at 7 a.m. local time and first hour will be played from tape at 8-9 local time. Stations in Pacific zone will broadcast taped delay at 7-9 a.m. local time.

Program is intended to overpower CBS programming of straight news show at 7-8 a.m. and *Captain Kangaroo* at 8-9 and to compete head to head with NBC's *Today*. Program host and news anchorman are to be chosen in few weeks.

In contrast to affiliate meetings of earlier years when news executives were pleading for stations to clear *ABC Evening News with Howard K. Smith and Harry Reasoner*, affiliates last week were thanked for taking program and told audiences were at record highs — averaging 6,800,000 homes per minute in March, although still third to CBS and NBC news programs. This year appeals for clearance were made for Saturday, 6:30-7 p.m. *Reasoner Report*.

Engman, Pastore losing patience on getting voluntary children's ad code

Federal Trade Commission Chairman Lewis Engman says he is "disappointed" with advertising industry negotiations now going on over voluntary code for children's ads. "The time for exploring a voluntary approach cannot continue indefinitely," he said. Engman remarks came during FTC oversight hearings before Senate Consumer Subcommittee last week.

Mr. Engman made statement "first time publicly" when Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) made surprise appearance at those hearings to put FTC's feet to the fire on children's advertising. Senator Pastore said issue has "gotten beyond the point of irritation." FTC Commissioner Paul Rand Dixon replied commission has attempted to give voluntary approach every chance possible because, he felt, FTC rulemaking might impinge on freedom of expression rights of advertisers. "Let's not be the Supreme Court here," senator shot back. "If it's unconstitutional, let the court say it, and let Pastore keep his mouth shut then."

Advertisers, consumer groups and FTC staff are set to meet again on May 20. Chairman Engman's criticism, he said, is aimed at "raising ante" for that meeting.

Mr. Engman was not alone in his sentiments. Robert Choate, who heads Council on Children, Media and Merchandising, said consumers are growing "increasingly impatient" with advertising industry input into FTC children's ad project meetings. "The industry side has come up with no new ideas, and in effect, no position," he said of last Monday's meeting (see story, page 32). Consumers and FTC are looking toward May 20 meeting as "last chance" for industry to come up with solid proposals showing serious intent to negotiate, he said.

Hearings on nomination of Stephen A. Nye, San Francisco attorney, to fill unexpired FTC term of David Dennison, were held just before oversight session. No witnesses appeared to speak against appointment.

In Brief

Almost. FCC approval is expected this week of renewal and sale of Carter Publications' WBAP(AM), KSCS(FM) and WBAP-TV, all Fort Worth. AM and FM, along with Carter's *Fort Worth Star Telegram* and two suburban newspapers, are going to Capital Cities Communications Corp. for \$80 million; TV station, to LIN Broadcasting for \$35 million. Approval is also expected of renewals of A.H. Belo Corp.'s KFDM-TV Beaumont and Times Herald's WFAA-AM-FM Dallas. Items were being circulated among commissioners for their approval last week.

Reeves-Gateway on again. Reeves Telecom Corp. announced last week completion of new deal to sell WHTN-TV Huntington, W.Va., to Gateway Communications Inc. for \$7.4 million. Two firms agreed in March on \$8 million figure (*Broadcasting*, April 1), but negotiations broke off after several weeks. It's understood Reeves got better terms in second deal, though sale price is less. If FCC approves sale, Reeves is left with WKEE-AM-FM Huntington and WITH-AM-FM Baltimore. Reeves principals are Hazard E. Reeves and J. Drayton Hastie. Gateway owns three TV stations, all acquired from Triangle Publications Inc. last year: WTJ-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pa., and WBNG-TV Binghamton, N.Y. Gateway is controlled by Malcolm Borg family, publishers of *Bergen* (N.J.) *Evening Record*. WHTN-TV (ch. 13), an ABC affiliate, operates with 316 kw visual, 20 kw aural and antenna 1,000 feet above average terrain.

From Gardens to Gowdy. Curt Gowdy Enterprises Inc. last week agreed to buy WEAT-AM-FM West Palm Beach, Fla., from Gardens Broadcasting Co. for \$1.5 million, subject to FCC approval. Sportscaster Gowdy is 100% owner of buying firm which also owns KOWB(AM) Laramie, Wyo., and of Curtis Gowdy Broadcasting Corp., owner of WCCM-AM-FM Lawrence, Mass., and WBBX(AM) Portsmouth, N.H. Gardens is owned by Royal American Industries Inc., controlled by Bankers Life & Casualty Co., West Palm Beach. John D. MacArthur, president of WEAT-AM-FM, owns 60% of Bankers Life. WEAT is daytimer on 850 khz with 1 kw. WEAT-FM is on 104.5 mhz with 100 kw and antenna 520 feet above average terrain.

They got him to talk. FCC Commissioner James Quello will do first official speaking stint as commissioner this Thursday (May 16) at Oregon Broadcasters spring conference. Fledgling commissioner had self-imposed 60-day embargo on speaking engagements so he could settle into Washington environs, but Chairman Richard Wiley, originally scheduled for Oregon broadcasters, had to cancel and asked Mr. Quello to step in. Now Mr. Quello also has accepted invitation to talk to Missouri broadcasters spring meeting on June 7 in Springfield.

News Council action. National News Council last Friday (May 10) dismissed Mobil Oil complaint against ABC-TV *Close-Up* oil documentary, saying program was within bounds of robust journalism. Council also upheld viewer complaint that *NBC Nightly News* erred in saying people of Huntsville, Ala., were given day off to see President Nixon there. Council members expressed hope NBC would report its ruling as means of correcting "error." Council dismissed complaint against *Nightly News* involving alleged quotation by Henry Kissinger. It also dismissed complaint of one-sidedness in PBS's *Black Journal* report on housing, and authorized public hearing on former Mutual newsman's complaint that Mutual newspeople had been ordered to cover All America black football team affair co-sponsored by Mutual (for earlier story, see page 42).

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