

In Brief

Dispute. CBS has charged Washington lawyer Edward P. Morgan, counsel for and principal in applicant seeking network's WCAU-TV Philadelphia, with "serious and material misrepresentations" to FCC. Charge was based on Mr. Morgan's action as counsel for Wadeco Inc., challenger for Belo Corp.'s WFAA-TV Dallas. CBS said Mr. Morgan and former associate represented that Castle Trust Co. Ltd. of Nassau, Bahamas, had committed \$2.5 million loan to Wadeco. "The proposed participation of other financial institutions was concealed," CBS said, adding "deception" was repeated several times to FCC staff. Mr. Morgan said charge is "damn lie generated by an otherwise responsible law firm." Motion was filed by Wilmer, Cutler & Pickering.

Aftermath. Washington Post Co. President Larry Israel says apparent White House attempt to punish *Post* newspaper by encouraging license challenges (story page 25) "should be deeply disturbing to every citizen," called action "economic retaliation against a newspaper exercising its proper journalistic function, and to attempt to intimidate it from doing so." White House spokesman Gerald Warren denied such intention: "There has not been, and is, no threat to the *Post*," he said. Presidential counselor Dean Burch joined in denial, said no overtures were made to FCC while he was chairman, pointed out approval of Post's purchase of WTIC-TV (now WFSB-TV) Hartford, Conn.

Demands. Screen Actors Guild is asking for 25% hike in minimum salary for actors and actresses who work in TV and motion picture programs, as well as 100% compensation for each prime-time network rerun in season. Those are two of long list of bargaining points laid before producers and networks May 16 in preparation for new contract. Present contract expires June 30.

Not gone yet. NBC-TV has paid record price of \$5 million to MGM for one showing of "Gone With the Wind" in 1976-77 season. Previous record was ABC's \$3.3 million to 20th Century-Fox for one showing of "The Poseidon Adventure." "GWTW" is part of \$15 million movie package NBC has just purchased from MGM, including at least one other blockbuster, "Dr. Zhivago."

Short takes. Meredith Corp. confirms reports it is negotiating to sell WOW-TV Omaha to Pulitzer Publishing Co. *McHenry Tichenor, Texas broadcaster moving into radio markets with Spanish-language formats, is negotiating to buy KCOR(AM)-KQXT(FM) San Antonio from owners Allen Wolin and Arnold Hartley.* Worldvision Enterprises has acquired U.S. syndication rights to *FDR*, 27 half-hour documentaries originally run on ABC-TV in 1965. *United Church of Christ study alleges hiring discrimination by six Tulsa, Okla., radio operations, asks FCC hold up license renewals. Affected: KAKC-AM-FM, KXXO(AM), KELI(AM), KFMJ(AM)-KRAV(FM), KRMG(AM)-KWEN(FM), KVOO(AM).* Ampex Corp. says it has negotiated \$100 million financial commitment with eight banks and insurance company - \$74.4 million from banks at two points above prime, \$25.6 million from insurance firm at 9%. *Senate Government Operations Committee has reported out Consumer Protection Agency bill by 9-3 vote. Unlike House*

bill (Broadcasting, April 1, 8), Senate version excludes license renewal process from CPA purview. Federal Trade Commission will propose rule requiring all ad substantiation be submitted at time of initial investigation, rejecting later embellishment in adjudicatory proceedings.

Late Fates. *William McPhail*, vice president, sports, CBS-TV, New York, has resigned. No reason was given for resignation, which network says took it by surprise. *George E. Norford*, VP, general executive and board member, of Westinghouse Broadcasting Co., named senior VP, international, of TCOM Corp., Westinghouse Electric Corp. subsidiary specializing in communications systems that, suspended beneath balloon platforms, provide wide-area coverage at relatively low cost and are expected to have special value for newly developing nations. *For earlier reports see "Fates & Fortunes," page 67.*

Headliners



Elliott



Pinkham



Uttal

John Elliott Jr., chairman of Ogilvy & Mather, New York, elected chairman of American Association of Advertising Agencies. He succeeds **Victor Bloede**, chairman of Benton & Bowles, New York. **Neal W. O'Connor**, chairman of N. W. Ayer & Son, New York, elected AAAA vice chairman; **Robert M. Davis**, president of Davis, Johnson, Mogul & Colombaro, Los Angeles, elected secretary-treasurer. Operations committee will consist of new officers plus **John Crichton**, AAAA president, and three other board members: **Charles S. Mitchell Jr.** of Compton Advertising, **Edward N. Ney** of Young & Rubicam International and **Stanley Tannenbaum** of Kenyon & Eckhardt, all New York.

Richard A. R. Pinkham, senior VP for media and program development for Ted Bates & Co., New York, elected chairman of executive committee. He replaces **Rudolph Montgelas**, retiring.

Larry Uttal, president of Bell Records, announced he is leaving that division of Columbia Pictures Industries to form new independent label that, although not yet named, will have EMI Ltd., London, whose extensive interests include Capitol Records, as stockholder supplying "multimillion-dollar financing." He said company is expected to commence operations in July, based in New York and London, and will market through independent distributors in U.S., through EMI in all areas outside U.S. and Canada. **Irwin Siegel**, executive VP and general manager, assumes operating responsibilities for Bell, and CPI management anticipated "further announcements" on division's "restructuring."

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