

and Pasco and Kennewick, both Washington. Plans are subject to FCC approval.

HBO plans to transmit by satellite later this year, initially to UA-Columbia's Florida systems and to other locations in 1976. HBO has almost 100,000 subscribers, now served via microwave, on systems in New York, New Jersey, Pennsylvania and Delaware. UA-Columbia systems to be linked by satellite have about 85,000 subscribers. Satellite deal is said to have resulted in part from consultancy of Transcommunications Corp., Greenwich, Conn., to HBO (*Broadcasting*, March 17).

The best for SDX

Sigma Delta Chi Distinguished Service Awards for journalistic efforts were announced yesterday (April 13) with six broadcasters winning honors.

Radio reporting award is shared by reporters Jim Mitchell, Gary Franklin and Herb Humphries, who covered Symphonies Liberation Army shoot-out in Los Angeles for KFWB(AM) there. WIND(AM) Chicago took radio public service award for its documentary, *EMH: Board of Education Dumping Ground for Spanish Students*. Jim Branch, news director at WRFM(FM) New York, won radio editorializing award and was praised by judges for localizing societal problems.

Award for TV reporting was earned by Lee Louis, news photographer at KGTV San Diego, for his coverage of police shoot-out with suspect in Ocean Beach, Calif. ABC News documentary unit won TV public service award for its *ABC News Close-up — The Paper Prison: Your Government Records*. Jay Lewis, editorial director, WSFA-TV Montgomery, Ala., took TV editorializing award for editorials on overcrowding and poor security at county jail.

Broadcast winners, along with those chosen in field of print journalism, will receive awards May 3 at Southwest Conference of The Society of Professional Journalists, SDX in El Paso.

In Brief

Family week? Council on Children, Media and Merchandising has petitioned FCC to extend its definition of children's viewing to include programs children actually watch in large numbers — many of them reruns of programs originally made for adults. Council is concerned about advertising for products potentially dangerous to children seen on those programs, and says it will seek judicial relief if commission does not act in 60 days. Commission is amending its television renewal form to determine whether broadcasters are adhering to commercial standards for children's programs that National Association of Broadcasters and Association of Independent Television Stations adopted at urging of FCC Chairman Richard E. Wiley. Definition of children's program adopted by commission is essentially same as that in NAB code — program "designed" for children 12 years old and younger. Council's petition, similar to one it filed with Federal Trade Commission (*Broadcasting*, March 17), says definition ignores eight of 10 programs most watched by children. Robert Choate, who heads council, said commission had in effect made "private agreement" with industry to leave to it "the regulation of commercials."

'Question' up to 27. Viacom Enterprises reported Friday (April 11) that six more stations have signed for 1976 version of *The \$64,000 Question*, bringing to 27 total signed for series thus far. New signers are WISN-TV Milwaukee (replacing WTMJ-TV there; see story page 30), WAGA-TV Atlanta, WBAL-TV Baltimore, WBNS-TV Columbus, WDAU-TV Scranton, Pa., WLWD (TV) Dayton.

FTC denies ACT. Federal Trade Commission will not issue any blanket rule with respect to advertising of foods to children. Such is a thrust of FTC's decision to deny petition from Action for Children's Television, which requested rule prohibiting ads for edibles on children's TV. Among issues ACT raised is question of sugar-laden foods as possible health hazard. FTC deferred matter, pending review by Food and Drug Administration. Chairman Lewis Engman and Commissioner M. Elizabeth Hanford dissented in part, saying they would have granted petition to extent it seeks rulemaking on question of foods commercial fairness under FTC act.

Double talk restricted. FCC has adopted rules that would limit dual-language TV programming to 15 hours per week and three hours per day. Commission noted reason for rule-making was to ensure that uncontrolled expansion of dual language programming (program is telecast in one language and participating FM station simultaneously broadcasts aural portion in another language) might deprive FM listeners of program diversity to which they are entitled. Rule-making was directed primarily at practice common to broadcasters in Puerto Rico.

Thinkers, talkers. More than 100 representatives of government and academia will gather at Airlie House, Warrenton, Va., for three-day "1975 Telecommunications Policy Research Conference," beginning April 16. FCC Chairman Richard E. Wiley will address luncheon on April 19, and Commissioner Glen O. Robinson will participate in one panel. Matters to be discussed include "Television Programming and the Consumer," "Media Concentration and the First Amendment," public broadcasting, two-way cable television, communications satellites and impact of communications technology on print media. Annual conference is sponsored by Office of Telecommunications Policy and Aspen Institute.

Banished. FCC has terminated Sierra Broadcasting Inc.'s authority to operate KICU-TV Visalia, Calif., and ordered station's call letters deleted. In denying Sierra's applications for license renewal and change in transmitter site and studio location, FCC said Sierra had failed to respond to repeated requests for further information concerning relocation application. Commission also said that KICU-TV has been silent without FCC authorization since Dec. 19, 1970, and that failure to advise commission of any substantial progress on new construction has reduced KICU-TV to paper license, without physical assets necessary for broadcasting.

Late Fates. Sig Mickelson, chairman of Northwestern University's journalism department and former head of CBS News, elected president of Radio Free Europe and Radio Liberty, Washington. Appointment consolidates RFE and RL, formerly headed by William P. Durkee and Howland H. Sargeant, respectively . . . Richard L. Kirschner, director of program clearance, CBS New York, named VP-program practices, CBS-TV Hollywood, replacing J. Norman Nelson, who is retiring . . . Thomas C. Sawyer, minority counsel of House Communications Subcommittee, leaves in May to become executive director of Ohio Association of Broadcasters . . . Robert L. Coe, retired longtime ABC executive, professor emeritus at Ohio University and most recently adjunct professor at Temple University School of Communications and Theater, Philadelphia, reported ill at New York's Presbyterian Hospital . . . Marjorie Main, 85, principally known as gravel-voiced Ma Kettle in movie series of that name but also principal in *Wagon Train* television series in late 1950's, died of cancer April 10 in Los Angeles. For earlier reports see "Fates & Fortunes," page 71.