

ment to continue operation of the newspaper once he acquires 38% of the parent company. They say that if the commission grants the waiver request, it should require the Allbritton-controlled company to comply with the one-to-a-market rule—to sell off its radio or television stations in Washington and Lynchburg—if it should fold the newspaper.

The commission staff has been reviewing the various issues raised in the proceeding for months. The financial data supplied by Star Communications has been analyzed, as has Mr. McGoff's offer. And, although earlier tentative deadlines for submitting the matter to the commission have slipped, indications last week were that the staff work was virtually completed. One official said the matter would be ready for commission consideration on July 16 or July 23.

Broadcasters want less, citizen groups want more in ascertainment

Stations want to extend proposal to exempt those in markets under 10,000 from community surveys; consumers ask tougher requirements

Broadcasters and citizen groups filed comments last week on an FCC proposal to overhaul ascertainment procedures for renewal applicants (BROADCASTING, May 12). And while both sides applauded the principle of continuous ascertainment throughout the license period, they were not as satisfied with the proposed methods for surveying the community and documenting the results.

Especially at issue was an "experiment" to exempt stations in communities of less than 10,000 and located outside of Standard Metropolitan Statistical Areas from formal ascertainment for one license period. Some 1,900 radio and 14 television stations would be affected.

Broadcasters favored the exemption but urged the commission to expand it. The National Association of Broadcasters said a 20,000 population should be the cut-off point. Eleven stations in California and Oregon asked for 25,000, and one station in Louisiana one in Alabama went as high as 100,000. Several of those commenting also asked that the SMSA qualification be dropped.

The Office of Communication of the United Church of Christ, however, saw the exemption as "the opening wedge for elimination of ascertainment." The National Black Media Coalition predicted that the experiment would make ascertainment "a farce" in exempt communities. "Without records," NBMC said, "neither the commission nor the public can analyze the licensees' performance." The National Organization for Women agreed.

Another major concern, especially to broadcasters, was the community leader checklist that would replace the composi-

In Brief

Miami-based **Sonderling Broadcasting Corp.**, publicly traded station group, has bought WRVR(FM) New York (106.7 mhz, 5.4 kw horizontal, 3.8 kw vertical, antenna 1,220 feet) from Riverside church for \$2.3 million cash. Sale of **Starr Broadcasting's** WOIV(FM) New York may be freed of protests by two citizen groups and competing application by Charles Benton, of Chicago, under agreements reached late last week. Total reimbursement of \$100,000 in legal expense is involved. Protests started over Starr's switch from classical music to rock. Station has been sold to GAF Corp. for \$2.2 million. Peter Starr, president, reported \$395,458 third-quarter loss, 34% attributable to legal costs of dispute over WOIV. FCC is looking ahead to three more **regional conferences** with public and broadcasters and thinking of hooking them to National Association of Broadcasters fall conferences—Boston, Oct. 15-17; Denver, Nov. 16-18, and San Francisco, Nov. 19-21. Plans still subject to change. FCC ruled Thursday there can be more than one **subscription television station** in a market as long as there is more than one community in market receiving grade A signals of at least five commercial TV's. For each such community, one STV authorization may be granted. New officers, New York Market Radio Broadcasters Association: **William S. Jaeger**, WFAS(FM) White Plains, chairman; **Dan Griffin**, WOR(AM) New York, vice chairman; **Aaron Daniels**, WPAT(AM) Paterson, N.J., secretary-treasurer. **Community Antenna Television Association** has asked AT&T to begin negotiations on pole rates. National Cable Television Association and AT&T are at stalemate on same subject. CATA suggested formula with regional rather than national approach. License **renewal application** of KGGM-TV Albuquerque, N.M., designated for hearing by FCC on petitions of two citizen groups. Issues include programing and equal employment opportunity. Sixteen member countries of **European Broadcasting Union** will receive daily tape feeds by air freight (by satellite for major news) from CBS News, effective now. Agreement replaces former arrangements between individual KBU nations and various U.S. networks. **Ronald E. Bain**, director of sports administration and planning, CBS-TV, New York, appointed director of development and planning for sports, NBC-TV, New York, new position. **Andrey Gellen Maas**, 40, producer and adapter of dramas for television and associated for many years with Talent Associates Inc., New York, died July 2 in New York Hospital after suffering cerebral hemorrhage. Survivors: husband, author Peter Maas, and son, John Michael. **Bartholomew Keane**, 33, assistant film editor, ABC-TV, New York, found shot to death July 1 on sidewalk near his home in city's Upper East Side. Survivors: wife, Virginia, son, Charles.

Headliners



DeGroot



Kizer



Martin

Don F. DeGroot, general manager of WWJ-AM-FM-TV Detroit since 1969, turns over reins of that element of Evening News Association broadcast group to **Peter A. Kizer**, who has been assistant general manager since 1972. ("Closed Circuit," June 30). Mr. DeGroot continues as vice president of broadcast group, supervising WWJ stations plus WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz. ... **Frank Martin**, president and chief operating officer of John Blair & Co. for seven years prior to resignation in 1972, joins Adam Young Inc., New York, TV station representative, in newly created post of executive vice president, effective immediately ... **Michael J. Gould**, president, Gould Entertainment Corp. and former VP-sales, Westinghouse Broadcasting Co., named VP-general manager of Taft H-B Program Sales, combination of former Rhodes Productions and Hanna-Barbera Productions, Los Angeles. He will headquarter in New York ... **Dennis E. Doty**, VP-morning programing, ABC Entertainment, New York, elected to newly created post of VP-prime-time program development, East Coast. Concurrently, **Bob Shanks**, VP-late-night programs, elected VP-early morning and late-night programs.