

In Brief

White House denied Friday that **Nancy Hanks** was speaking for administration, as she said she was, when she testified before Senate Copyright Subcommittee in favor of recording royalty bill (BROADCASTING, July 28). Statement Friday said White House had taken no position on bill (S. 1111) introduced by Senator Hugh Scott (R-Pa.) to create royalties to be paid by broadcasters to record performers and manufacturers. ■ **FCC and Office of Telecommunications Policy** will fund jointly conference at Virginia's Arlie House April 22-24, 1976. Among telecommunications policy topics to be discussed: huge demand for radio spectrum space. ■ **Strike of craft unions** in Hollywood is threatened after breakdown in negotiations between International Alliance of Theatrical Stage Employees and Association of Motion Picture and Television Producers. IATSE rejected offer of 34% wage increase spread over three years. ■ NBC-TV has bought **television rights** to Independent Television Corp.'s movie, "Farewell, My Lovely," starring Robert Mitchum, which has only recently been put in theatrical release. Principals refused comment on report that price was \$1 million for two runs in 1977-78. ■ **TeleMation Inc.**, Salt Lake City, is negotiating to sell its electronics manufacturing and distribution operations to Arvin Industries, Columbus, Ind., automotive parts and electronics firm. TeleMation would retain Chicago-based TV production facilities and Salt Lake City real estate. ■ Storer Broadcasting Co. has sold **Boston Bruins** hockey team and Boston Garden to Sportsystems Corp. (brothers Jeremy, Max and Lawrence Jacobs) for undisclosed price. Storer's WSBK-TV Boston will continue to carry Bruins games. ■ Arbitron Television will introduce special measurement and weighting of **Spanish households** in TV viewing reports for New York, Los Angeles and Miami, starting in October; San Antonio, Tex., in November, and Corpus Christi, El Paso and McAllen-Brownsville, all Tex., and Albuquerque, N.M., in February 1976. Personal diary placement and retrieval techniques will be used. ■ FCC Administrative Law Judge Reuben Lezner has **denied Monroe Broadcasting Inc.'s license renewal** for WKYZ(AM) Madisonville, Tenn., for alleged fraudulent billing over six-year period despite repeated FCC warnings. In separate case, Judge Lezner also **denied renewal** of Leflore Broadcasting Co.'s WSWG(AM) and Dixie Broadcasting Co.'s WSWG-FM, both Greenwood, Miss., for allegedly misrepresenting their programming proposals, financial reports and equal opportunity programs to FCC. Last two stations, whose ownership is identical, proposed in earlier renewal applications to meet needs of community's black majority. Judge's decisions are subject to FCC review. ■ Teleprompter Corp. has filed applications at FCC for **earth stations** at Fairmont, W. Va.; Mobile and Tuscaloosa; both Ala.; Tacoma, Wash., and Eugene, Ore. Teleprompter anticipates using 24 earth stations altogether to deliver satellite-transmitted Home Box Office pay programming to 800,000 cable subscribers nationwide (BROADCASTING, June 2). ■ FCC has announced American Research Bureau television market rankings by prime-time households will be used to determine top-100 markets in its **VHF drop-in proceeding**. This was answer to requests from several broadcasters for unified market definitions. ■ Office of Telecommunications Policy has arranged meeting Thursday (Sept. 4) of intergovernmental committee to discuss telecommunications **equipment export-import policies**. Meeting was called at suggestion of Chairman Torbert Macdonald (D-Mass.) of House Communications Subcommittee. Commerce and State Departments, Office of Management and Budget, Council on International Economic Policy and White House will be represented. ■ **Robert Page**, VP and superintendent of bureau operations, UPI, named UPI general manager, succeeding Roderick W. Beaton, who remains president and chief executive. **Scotti Williston**, reporter, WPIX(TV) New York, named assistant foreign editor, CBS News, succeeding **Cynthia Samuels**, named assistant New York bureau chief, CBS News. **Len Matthews**, vice chairman, Leo Burnett Co., Chicago, will resign Dec. 31 to pursue "second career opportunities," remaining as consultant to Burnett. **John T. Lazarus**, director, radio-TV, office of baseball commissioner, named VP, sports sales, ABC-TV, New York, succeeding **Herbert A. Granath**, named VP, program development and marketing, ABC Sports. Home Box Office, New York, has signed **Trans World International** as sports consultant and **Richard Clurman**, former New York City administrator of parks, recreation and cultural affairs, as program development adviser. **Harlan P. Kleiman**, off-Broadway producer, joins Home Box Office as VP, programming, succeeding **Peter W. Frame**, named HBO national sales director. **Barrie Dunsmore**, host on Canadian TV and former ABC News correspondent, rejoins ABC as Washington correspondent. **Loreen Joy Arbus**, executive story analyst, ABC-TV, Los Angeles, named program coordinator, late-night programs, ABC-TV, Los Angeles.

said the EPA's measurements of mileage performance are not perfect, but that they have become "the language of the marketplace."

Not all automobile ads would have to display the mileage numbers, under the interim guide—only those in which the advertiser makes claims about a car's fuel efficiency. Any reference to efficiency, such as "saves gas" or "gas-stingy engine," would trigger mandatory "clear and conspicuous" disclosure of the EPA figures.

Also under the guide, the advertiser would be prohibited from headlining the highway miles per gallon figure and footnoting the city figure, always the lower of the two. "The guide requires that each number be disclosed in close conjunction with the other and with substantially equal prominence," the commission wrote.

As part of the disclosure, the advertiser would have to identify EPA as the source of the mileage figures. In addition the ad would have to say that the EPA figures are not precise and that actual mileage the consumer gets may be different, depending on how and where he drives, the condition of the car and its optional equipment. The commission suggested that the following wording in a radio or television ad would comply: "Remember: These mileage results are estimates. The actual mileage you will get may be different."

If the car advertised is available in more than one engine size or transmission type and reference is made to its fuel economy, the advertiser must clearly identify the model being advertised. That, the commission explained, is to avoid giving the consumer the impression he is hearing figures for a model with eight cylinders and an automatic transmission, for instance, when he is actually hearing figures for a six-cylinder version with standard transmission.

And if a maker advertises a car with mileage improved by optional equipment, such as radial tires, or by the absence of

Comeback. The Federal Trade Commission reported last week that the cigarette industry spent \$306,800,000 for advertising in 1974. That's only \$7,900,000 less than the record \$314,700,000 spent in 1970, the last year in which cigarette advertising was allowed on television and radio. Broadcast advertising accounted for \$217,400,000 of the 1973 total. The 1974 figure is an increase of \$59,300,000 over the \$247,500,000 total for 1973. The FTC also said that per-capita consumption of cigarettes was down slightly in 1974—4,100 units to 1973's 4,112. The 1970 per-capita figure was 3,969. This information is contained in a statistical report to Congress required annually by the same act that took cigarette advertising off the air.