

## In Brief

Bill to reduce commercial TV network domination of prime time was introduced by **Representative John Murphy** (D-N.Y.). It would (1) provide that networks supply **no more than half** of station's programming during prime time and no more than half outside prime time (excepting news and sports) and (2) **make networks divest** of all but one television O&O within five years of passage.

FCC **rejected fairness doctrine complaint** against CBS by American Security Council Education Foundation, which said study of network's programming between 1972 and 1976 showed failure to afford adequate time to threat to U.S. security (BROADCASTING, Sept. 13, 1976).

National Citizens Committee for Broadcasting seeks rulemaking to end "**practice of commissioners or FCC staff personnel accepting free lunches or dinners . . . at expensive restaurants**" from industry representatives. Petition was submitted by Henry Geller, former FCC general counsel, and Charles Firestone, Citizens Communications Center.

FCC has begun inquiry into **practices of noncommercial broadcast stations** that have raised questions about crossing line into commercial area ("Closed Circuit," Feb. 28). Comments due May 16.

Singer Co. said Friday **it has reinstated singer Anita Bryant** as hostess of proposed TV series. Earlier reports (see page 56) said she had been dropped for opposition to homosexuals as teachers in Florida public schools.

**Pennsylvania Association of Broadcasters** held 18th annual banquet honoring 27-person congressional delegation in Washington last Wednesday (March 2)—but short 25 honor guests from House who were working on new code of ethics. Two Republican senators, Richard S. Schweiker and John H. Heinz III, did participate, along with Pennsylvania native **Jean Stapleton** (Edith Bunker in CBS-TV's *All in the Family*) who received PAB's gold medal, presented by President Robert H. Sauber of WTIV(AM) Titusville. Ms. Stapleton said upcoming season might be the last of hit show: "**It's like a funeral**" on set, she said, with no talk of renewal for 1978-79.



**Changing partners.** Officials of NBC-TV, Storer Broadcasting and KCST-TV San Diego came together in Washington last Thursday (March 3), during the dinner of the Radio Television Correspondents Association, to celebrate their new affiliation agreement in San Diego, effective June 27. The Storer station, on ch. 39, is now affiliated with ABC-TV, which will switch its programming to McGraw-Hill's ch. 10 KGTV(TV). The CBS-TV affiliation there remains with Midwest TV Inc.'s ch. 8 KFMB-TV. Pictured (l to r): Donald J. Mercer, NBC-TV vice president for affiliate relations; Terry Lee, Storer executive vice president; Robert Howard, president of NBC-TV, and Bill Fox, general manager of KCST-TV.

FCC **denied** Sandy Frank Film Sales Inc.'s petition for reconsideration of decision not to bar **multiple exposure** during prime-time access—that is, to forbid "stripping" of syndication shows on two or more nights of week. FCC cited both business and First Amendment restraints.

**Peter S. Hoffman**, VP, McHugh and Hoffman communications consultants, McLean, Va., elected president and chief operating officer. **Philip L. McHugh**, who had been president, remains chairman and chief executive officer.

**Rick Sklar**, VP-director of program development, ABC Owned AM Stations and operations director of WABC(AM) New York, named VP-programing, ABC Radio Division.

**Irwin Gross**, 64, co-founder of Henry I. Christal Co. (now The Christal Co.), radio station representative firm, died Feb. 24 in White Plains, N.Y. He had been ill with multiple sclerosis for many years, retired about 10 years ago.

## The new order in the Senate



Hollings



Magnuson



Cannon



Inouye



Ford



Durkin



Zorinsky



Riegle



Griffin



Stevens



Packwood



Schmitt



Danforth

## Line-up locked up for Senate Communications unit

Organization of the Senate Communications Subcommittee for the 95th Congress was completed last week, with 13 senators assigned to the panel—eight Democrats, including Commerce Committee Chairman Warren Magnuson (D-Wash.), and five Republicans. The roll, in order of seniority: Democrats—Ernest Hollings (S.C.), chairman, Mr. Magnuson, Howard Cannon

(Nev.), Daniel K. Inouye (Hawaii), Wendell Ford (Ky.), John Durkin (N.M.), Edward Zorinsky (Neb.) and Donald Riegle (Mich.). Republicans—Robert Griffin (Mich.), ranking minority member, Ted Stevens (Alaska), Bob Packwood (Ore.), Harrison Schmitt (N.M.) and John Danforth (Mo.). The number of members is down from last year's 14.