



Out in front. Scientific-Atlanta last week landed the largest single package of satellite earth stations with a 24-unit sale to Teleprompter Corp. Previously, it had sold systems to UA-Columbia Cablevision and American Television & Communications, bringing its sales total to 32 units at "quoted price per unit" of \$75,000 (discounts for bulk buys could shave per unit cost). Teleprompter and UA-Columbia contracts are in form of 12-month obligations to buy from S-A. Teleprompter's preliminary studies indicate potential need for 24 earth stations to bring in

satellite-distributed Home Box Office pay programming to some 800,000 cable subscribers nationwide. UA-Columbia is planning six. AT&C has submitted firm orders for two. Above left (l to r): Sidney Topol, S-A president; William J. Bresnan, senior vice president of Teleprompter, and Jack R. Kelly Jr., executive vice president of S-A. Above right: Jay Levergood, general manager, Cable Communications Division, S-A; Ken Gunter, executive vice president, UA-Columbia, and Howard Crispin, vice president-marketing.

In Brief

FCC late Friday made public 37 of 96 responses to questions posed by Representative John Moss's (D-Calif.) House Subcommittee on Oversight and Investigations. They had been blocked first by Moss subpoena seeking to prevent subject agencies from releasing replies, then by legal technicalities concerning federal court's order that stopped Mr. Moss from interfering with requests filed under Freedom of Information Act (BROADCASTING, Aug. 11). Remainder of data that will be made public—estimated 1,800 of 20,000 pages FCC compiled in answering investigation—will be released Tuesday (Aug. 19). First, fast glance confirms general impression there are few news bombshells therein: Most responses were of caliber of that saying FCC advised former President Nixon, before 1972 State of Union address, that he might tell nation commission would open pilot regional spectrum management center in Chicago. Among others: that FCC meets informally with representatives of regulated industries but does not notify public of such contacts; that it issued 13 consultancy contracts greater than \$10,000 in fiscal '74 and '75, the largest to Brandon Applied Systems Inc. for \$996,109 for program conversion of its computer system; that in last five years three of its present members (Chairman Wiley, Commissioners Quello and Robinson) had come directly or indirectly from regulated industries, and that five earlier members had gone to such involvements (Chairman Burch, Commissioners Cox, Wells, Johnson and Houser). Among information not supplied because no records are kept: list of ex parte contacts, list of those who lobby FCC, record of commissioner's appearances on TV in last five years. Among more suggestive, if cryptic, responses was that no FCC staff appointments of grade GS 15 or higher had been sent to White House since Chairman Wiley took office in March 1974, although records show at least seven such appointments were so referred during Burch administration. □ Six television commercials challenged in July before National Advertising Division of Council of Better Business Bureaus have been **judged acceptable**: for Diamond Crystal Salt Co., Gillette (drain opener), Maybelline (comb-on mascara), Procter & Gamble (Bounty paper towels), Warner-Lambert (cough formula) and General Mills Fun Group (toy). □ John H. Mitchell, president of Columbia Pictures Television, urged last week that TV networks fix **new-season** schedules by March 15, begin them Oct. 1, to give producers time to develop quality. □ **All-Frazier fight** will be first feature on Home Box Office's new satellite pay-cable service on UA-Columbia's Fort Pierce-Vero Beach, Fla., systems Sept. 30. HBO bought rights for that showing from Video Techniques, which is otherwise distributing fight to theater TV. □ FCC has set expedited hearing on application of Zenith Radio Corp. for sale of WEFM(FM) Chicago to GCC Communications, in accord with U.S. Appeals Court ruling that questioned buyer's proposed format change from classical music (BROADCASTING, Oct. 7, 1974). Citizens Committee to Save WEFM was party to hearing. □ **Don Durgin**, former president, NBC-TV, and since January executive VP, McCaffrey & McCall, New York, elected president of agency, succeeding **David B. McCall**, who remains chairman and chief executive officer. □

jected \$15.5 to \$16 million in over-all revenues this year. UA-Columbia was the first to announce plans to join HBO in a satellite network where programming would be received at earth stations located near cable-system headends. If all the earth stations (five are planned so far) go as scheduled, pay cable revenues could be boosted to \$2 or \$2.5 million next year, said Mr. Rosencrans.

The first pay service to be fed by an earth station is scheduled to begin Oct. 1 at UA-Columbia's Fort Pierce, Fla., system. That system and the adjacent, microwave-connected Vero Beach system account for 19,000-plus subscribers and Mr. Rosencrans said he "would be happy" with 5,000 pay subscribers.

According to Mr. Rosencrans, the first solicitation of pay customers usually nets a 20-25% penetration. UA-Columbia uses a "negative selling approach," said Mr. Rosencrans. Every cable subscriber is given a free two-week pay service and then must request a disconnection if he does not want to continue subscribing. That technique produced a rapid 22% penetration in UA-Columbia's San Angelo, Tex., system. The Channel 100 package was offered in the middle of last April, and today the San Angelo system reports 3,000 pay subscribers (at \$8 each) out of 13,500 regular CATV subscribers.

UA-Columbia reports a 45% pay penetration (4,648 pay subscribers) in its systems serving north central New Jersey and 28% penetration (6,841 pay subscribers) for its system at Brookhaven, Long Island, N.Y.

Jerry Greene, vice president for finance at Teleprompter Corp., said early projections for \$3 million in pay revenues will probably be exceeded in 1975. That is still a very small percentage of Teleprompter's over-all revenues, which for the first six months have been reported at over \$46 million (BROADCASTING, Aug. 11). Mr. Greene declined to venture long-run forecasts for pay cable contributions to Teleprompter's operation, but he seemed