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. A & C has submitted firm orders for two. Above left (l to r): Sidney Topol, S-A president; William J. Bresman, 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 Criasin, 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 flight to theater TV. FCC has set expedited hearing on application of Zenith Radio Corp. for sale of WFM(WFM) 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 WFM 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. McCali, who remains chairman and chief executive officer.