

given by President Ford last year. He drafted legislation that would have created a commission to recommend reform of the regulatory agencies. It and similar measures died with the end of the 93d Congress. To follow his meeting with members of Congress two weeks ago, the President intends another meeting on July 9, this time with members of 10 independent agencies.

An aide to Representative Moss said last week Mr. Moss is happy to have the President's input, but that he feels the job should be handled solely by Congress. The regulatory agencies were created by Congress, and in Mr. Moss's view, according to the aide, are delegates of that branch of government.

A bill to reform some of the operating procedures of one regulatory agency, the FCC, will be taken up shortly by Representative Torbert Macdonald's (D-Mass.) Communications Subcommittee. Mr. Macdonald, the author, focused his bill (H.R. 8014) on the FCC because that is the only commission his subcommittee has jurisdiction over. He said on introduction, however, that the broad framework of the bill could serve as a model for reform of other agencies (BROADCASTING, June 23).

Mr. Moss's subcommittee is performing much of what might have been the job of last year's proposed commission on regulatory reform. The result of its work will be a body of information and recommendations. Because Mr. Moss's subcom-

mittee is an investigative subcommittee, it cannot pass on legislation. The process of introduction of legislation, legislative hearings and markups will take place elsewhere.

Radios want short license form, but not this one

Citizen groups also disfavor FCC's proposed 31-question application for renewal

Broadcasters filing comments last week at the FCC said they approved of the general idea of a shorter renewal form for commercial radio stations, but they did not like the commission's specific proposals. Metromedia, in fact, said the proposed short renewal form would make renewal application a "more onerous" task. But citizen groups also were not pleased with the proposed changes in the radio renewal form, although for them it was a question of too little information requested, not too much.

The proposed form would reduce the combined TV-radio form of 61 questions to a separate radio-only form of 33 questions.

Broadcasters specifically were concerned with the proposed request for an annual list of ascertained problems along with future proposals on programming to

deal with those issues. Asking broadcasters to speculate on what community problems may be in the future, said the National Association of Broadcasters, is inconsistent with the basic philosophy of finding out what the problems are first.

Another concern mentioned repeatedly by broadcasters was the proposal to ask for categorized past and future programs along with a composite week's performance in six specified program categories. A broadcast day cannot be neatly divided into mutually exclusive categories that total 100%, said Metromedia Inc. And Westinghouse Broadcasting Co. wondered how all-news stations could categorize in-depth reports and consumer affairs in such a scheme.

A particular problem was the projection of the percentage of future sports and entertainment programming. With "unlimited variables" in next season's sports schedule and possible entertainment changes, Storer Broadcasting Co. said such projections would not be meaningful.

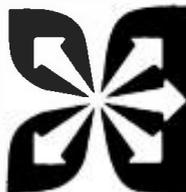
RKO General Inc., McGraw-Hill Broadcasting Co., and Taft Broadcasting Co. claimed the proposed requirement to report any suits or judgments against a licensee or its principals was overly broad. Subsidiary companies or separate and nonbroadcast enterprises should not be included, they said.

ABC called the proposed changes an essentially "meaningless enterprise" until the FCC first reaches a decision regarding commentary ascertainment.

But if broadcasters were upset at what they saw as an increase in paperwork, the Committee for Open Media wondered about the workload imposed on volunteers to lay hands on data that is necessary in disputing a license renewal. "The FCC should not trade off public access in return for a superficial shortening of the renewal form," said the National Black Media Coalition.

NBMC and the St. Louis Broadcast Coalition both urged the FCC to require licensees to link programming with ascertained needs. "Raw numbers that are not tied to any specific programs" is not the way to determine if community needs will be served, said NBMC.

Citizen groups also wanted the FCC to require broadcasters to report any discrimination complaints filed against them. Such data would be helpful in discerning patterns of discrimination, they claimed.



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By a new name. WKY Television System Inc., group owned by Oklahoma Publishing Co., Oklahoma City, has changed its name to Gaylord Broadcasting Co. "to reflect more correctly operations of company" which owns WKY-AM-TV Oklahoma City; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; WVT(TV) Milwaukee and KRKE(AM) Albuquerque, N.M. Edward L. Gaylord, publisher of *The Daily Oklahoman* and *Oklahoma City Times*, is chairman and chief executive officer of the newly named Gaylord Broadcasting.