

attorney, who owns 10% of the applicant. Other principals are W. Irving Haut, a certified public accountant, who is treasurer and 12.5% owner, and Eugene L. Kirshbaum, a principal owner of two pet clinics, and Sam Cohen, who owns the Santa Anita Turf and Sports Club, of Las Vegas, a race and sports book, both of whom are directors and 10% stockholders.

The new applicants are both represented by the Washington law firm of Welch & Morgan, which had been the leading firm in the representation of applicants challenging renewal applicants before the policy statement was issued and which brought one of the two suits that led to the court decision invalidating the policy. The firm also represents the applicant seeking to displace Belo as licensee of channel 8 in Dallas.

## Relenting strikers find WQAM jobs are gone

Six striking newsmen and disk jockeys at WQAM(AM) Miami, all members of the American Federation of Television and Radio Artists say they have tried to return to work in keeping with President Nixon's austerity program, but have been refused the opportunity by station management.

Miami attorney Alan Greene, representing the station, told BROADCASTING the AFTRA members were informed they had been "permanently replaced." Mr. Greene confirmed an earlier wire story which said WQAM would honor the station's commitment to the replacement employees. To put them out of work, WQAM said, "would be clearly at odds with the President's request."

AFTRA has filed complaints against the station with the FCC and the Equal Employment Opportunity Commission (BROADCASTING, Aug. 16). The 27-item FCC complaint, challenging the right of WQAM licensee Storz Broadcasting to hold the license, is for "the stated purpose of trying to pressure the company into signing a collective bargaining agreement," according to Mr. Greene.

## FCC decides KHOU-TV kept the good faith

The FCC last week renewed the license of KHOU-TV Houston over the protest of an advertising man from neighboring Galveston, Tex. The commission found no material question of fact in the complaint of Jack R. Hamilton, operator of the Alert Advertising Agency, that KHOU-TV had dropped a special favorable rate for Galveston advertisers.

The station had promised 13 years

ago, when it was reassigned from Galveston to Houston, that it would offer such a rate and would continue to solicit advertising in Galveston. After maintaining such a rate since 1958, KHOU-TV dropped it this year, noting that the rate had done little to promote local Galveston advertising. The commission said the circumstances showed good faith on the station's part.

Since Gulf Television Corp., licensee of KHOU-TV, has indicated that it would reinstate the rate and provide special credit to any local Galveston advertiser who bought time during the seven-month hiatus, the charges made by Mr. Hamilton are moot, according to the commission.

## Whitehead looks to Hill for the new regulation

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, has said this before, but last week he amplified his view that the Communications Act of 1934 should be "re-viewed."

The rate of change in telecommunications, he said, brought about by technology, "is simply outstripping the ability of the regulatory machinery to deal with this . . ." What he means, he said in an Sept. 2 appearance on Mutual Broadcasting System's *What's the Issue?*, is for congressional guidance on how telecommunications are to be regulated, rather than a restructuring of the 1934 act.

Continuing his comments on the changes that have taken place in telecommunications, he observed: "It is almost impossible for a Washington



Clay T. Whitehead, director of the White House's Office of Telecommunications Policy (r) delineated his views on the future of telecommunications regulation on MBS's *What's the Issue?*, last week. Appearing on the program with Mr. Whitehead were Earl Hilburn, president of the Western Union Telegraph Co. and chairman of the U.S. Chamber of Commerce's communications committee (l), and Jack Oslund, the chamber's staff executive for communications. The chamber produces the weekly program.

bureaucracy to regulate something like our communications industry today in a high amount of detail and still reflect the public interest."

What is needed, he added, "is to move away from the regulation of this industry in great detail, and to adopt instead a regulation that emphasizes what do we want from this industry; what this industry should be seeking to achieve; what are the limits beyond which it may not go in the public interest."

"And then, within those firmly but not maddlesomely stated limits, let the industry proceed to develop the services and to develop the scope that it knows how to develop."

Mr. Whitehead made much the same point last July in a speech to the American Bar Association in London (BROADCASTING, July 19).

Mr. Whitehead also commented that communications is changing from just a technology, "from just something we use, to something that is shaping our lives, that is affecting us as a people."

He also said that he foresees many different kinds of networks (data, voice, TV, national, local).

## TV rates with blacks for concern—Harris

Television was ranked above the Supreme Court and the Congress among institutions which "really care about blacks achieving equality," according to a Louis Harris & Associates poll released last week. Forty-seven percent of the blacks questioned in the survey felt television "really cared" about the black people; 26% felt it was "indifferent"; 13% said it "tried to prevent equality"; and 14% registered an "unsure" vote.

The survey put television 8% ahead of the Supreme Court and 17% above the Congress among a list of 12 institutions in the "really care" column. Newspapers and the Nixon administration were judged to be relatively indifferent or hostile to black aspirations, placing fourth and ninth, respectively.

## FCB, Cor-Plex get together

FCB Cablevision Inc., Irvine, Calif., and Cor-Plex International Corp., Chicago, have reached an agreement in principle to merge the two companies. FCB Cablevision, a subsidiary of Foote, Cone & Belding Communications Inc., New York, operates CATV systems in California, Colorado and New York. Cor-Plex is active in the design, engineering, installation and servicing of cable television, master-antenna television, sound, closed-circuit television and telephone systems.