FIVE MEREDITH STATIONS BECOME CBS AFFILIATES

Two weeks after losing CBS-TV to Gene Autry in Phoenix, Meredith links its other stations in Omaha, Kansas City and Syracuse with CBS Radio and CBS-TV.

CBS last week wrapped up affiliation agreements with all Meredith Publishing Co. radio and television stations in Kansas City and Syracuse.

The agreements were a sequel to the loss two weeks ago of CBS-TV affiliation by Meredith's KPHO-TV Phoenix to KOOL-TV, of which Gene Autry is principal stockholder [B&W, Jan. 10]. KPHO-AM is an ABC Radio affiliate. Mr. Autry's KOOL-AM has been a CBS Radio affiliate for some time.

The affiliation package put together last week by Meredith and CBS involved WOW-AM-TV Omaha, KCMA-AM-TV Kansas City and WHEN-AM Syracuse. WHEN-TV was already a CBS-TV primary affiliate.

WOW-TV and KCMO-TV became CBS-TV secondary affiliates effective today (Jan. 24). According to Herbert V. Akerberg, CBS-TV vice president in charge of station relations, both will "subsequently" become primary affiliates. Presumably they will reach that status upon expiration of their current network contracts.

WHEN-TV has been an ABC affiliate, KCMO-AM an ABC station. In Omaha CBS-TV was formerly on KMTV (TV) and in Kansas City on KMBC-TV.

KCMO-AM, KCMO-TV and WHEN-AM become secondary basic affiliates of CBS Radio effective today. William A. Schutt Jr., CBS Radio vice president in charge of station relations, said they would "subsequently" become primary bases. WOW has been affiliated with NBC, KCMO and WHEN with ABC. Until now CBS was affiliated with KFAB Omaha, KMBC Kansas City and WFBY Syracuse.

WOW (5 kw on 590 kc) and WOW-TV (ch. 6) are licensed to Meredith WOW Inc. Frank P. Fogarty is vice president and general manager.

KCMO (50 kw daytime, 10 kw night, on 810 kc) and KCMO-TV (ch. 5) are licensed to Meredith Engineering Co. E. K. Hartenower is general manager.

WHEN (5 kw daytime, 1 kw night, on 620 kc) is licensed to Meredith-Syracuse Radio Corp. WHEN-TV (ch. 8) is licensed to Meredith-Syracuse TV Corp. Paul Adanti is vice president and general manager of both stations.

All the licensees are subsidiaries of Meredith Publishing Co., publisher of Better Homes & Gardens and Successful Farming.

Payson Hall, Meredith's director of radio and television, represented the company during negotiations with CBS.

Mutual Names Poor As Executive V.P.

APPOINTMENT of John B. Poor, vice president and general counsel of General Teleradio Inc., as executive vice president of Mutual, effective immediately, was announced last week by Thomas F. O'Neil, Mutual president.

In his new post, Mr. Poor will undertake the administration of Mutual network activity, according to Mr. O'Neil. Mr. Poor fills a vacancy that has existed for some years, dating from the time William H. Fineshriber resigned from the position to join NBC as vice president in charge of the radio network.

Mr. Poor was graduated from Wesleyan U., Middletown, Conn., in 1938 and from Harvard Law School in 1941. He served in the U.S. Navy in 1942-45 and was released as a lieutenant.

He joined the law firm of Nutter, McClennen & Fish, Boston, in 1946, and remained there until 1952 when he became associated with General Teleradio.

Mr. Poor is married to the former Betty Rome of Brooklyn. They live with their five children in Garden City, L. I.

Sullivan Toasts Radio


Toast of the Town is sponsored by the Lincoln-Mercury Dealers through Ken- yon & Eckhardt.

B. B. Pen Co. Charges ABC With Fraud, Breached Pact

BREACH OF CONTRACT and fraud in connection with the former George Jessel Show was charged against American Broadcasting-Paramount Theatres Inc., in a suit filed in Los Angeles Federal District court last week by B.B. Pen Co., that city, co-sponsor of the program.

Through the Beverly Hills law firm of Dessar, Rau & Hoffman, the pen company asked the refund of $1.5 million, covering program and time charges, costs of an extensive advertising and merchandising campaign tied in with the show and the loss of goodwill and profits caused by the network's alleged failure to live up to commitments.

Not only did ABC-TV allow the program time to be pre-emted in some cases by local stations, or to start at other than the scheduled and advertised time, but the network also "sent the plaintiff improper, excessive and duplicate bills," the pen firm alleges. These billings included charges for showings which examination of station logs reveal were never telecast, B. B. Co. attorneys state.


AT&T Elects Miller, Cousins

ELECTIONS of Bartlett T. Miller as vice president in charge of merchandising for American Telephone & Telegraph Co., New York, and of Sanford B. Cousins as vice president in charge of public relations were announced last week by Cec F. Craig, president. Mr. Cousins succeeds Mr. Miller in the public relations post.

William D. Pabst (3d l), general manager of KFRC San Francisco, is congratulated by Frank Marsh, general manager of the San Francisco Bay Area Council, in award presentation for KFRC's record of 26 regularly-scheduled origination to 45 stations of the Don Lee Network. L to r: Dink Templeton, KFRC sports director; Lou Pleifer, KFRC chief announcer; Mr. Pabst; Leslie Hood, public relations director of the council; Mr. Marsh, who holds the award letter; Lyle Bardo, musical director of KFRC; Mel Venter, station program director, and Cliff Engle, news chief of the station.

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