

CBS BUYS KWK-TV FOR \$4 MILLION

Sale of ch. 4 KWK-TV St. Louis to CBS for approximately \$4 million was filed with the FCC last Thursday [CLOSED CIRCUIT, Sept. 9, B•T, Aug. 26]. Not affected by the negotiations are KWK Inc.'s radio outlets (KWK St. Louis and WGTO Haines City, Fla.).

Concurrently, CBS will turn over its construction permit for ch. 11 in St. Louis to 220 Television Inc., one of three unsuccessful applicants for that facility last March. This latter move terminates litigation in which 220 Television Inc. (Kopler hotel interests) along with the other losers, St. Louis Telecasting (60% owned by St. Louis U.) and Broadcast House Inc. (former operator of ch. 36 KSTM-TV East St. Louis) had appealed the FCC's ch. 11 grant to CBS last March.

Under terms of the agreement, 220 Television becomes the surviving contender for ch. 11 by giving \$200,000 in debentures to each of the other two litigants. No consideration was involved in 220 Television's acquisition of the ch. 11 permit.

Furthermore, it is specified that 220 Television has first refusal to buy KWK St. Louis when that radio property, along with WGTO, is liquidated within a year after the tv sale in order to realize tax benefits.

The ch. 4 sale price breaks down to \$1.5 million for the tv license and \$2.44 million for physical properties. The contract also stipulates that the sales price can be modified from time to time up to final closing.

KWK Inc. currently is owned by Robert

T. Convey and associates, 28%; the *St. Louis Globe-Democrat* (Newhouse interests), 23%; Elzey Roberts, 23%; KSTP Inc., 23%, and approximately 20 St. Louis citizens, 3%.

KWK Inc.'s balance sheet, covering all of its tv and radio holdings, as of July 31, 1957, showed current assets of \$2,714,656.50 and total assets of \$4,531,697.54. Current liabilities as of July 31 were \$1,128,381.29. Surplus May 1 was \$2,564,854.26. For the three-month period ending July 1 net profit was \$232,086.41. Net working capital was listed at \$1,586,275.21.

Following the filing last week, CBS announced that its underlying purpose in concluding the transaction was to provide the St. Louis area with full CBS-TV network and local service at the earliest possible date, at the same time providing viewers with continuity of CBS-TV programs on ch. 4 in that city.

"The transaction provides further certainty and clarity to the status of television in St. Louis by bringing an end to litigation concerning ch. 11, thus providing assurance to St. Louis viewers of additional service with the delays that might be caused by further litigation," the network said.

CBS, in addition to owning KMOX St. Louis, has WCBS-AM-TV New York, WBBM-AM-FM-TV Chicago, KNX-AM-FM and KNXT (TV) Los Angeles, WHCT (TV) Hartford, Conn., WEEI-AM-FM Boston and WXIX (TV) Milwaukee.

studios are being completed. These are scheduled to be ready in about a week.

WKXP-TV is a property of Community Broadcasting Co., licensee of WLAP-AM-FM. Frederic Gregg Jr., Charles H. Wright and Harry C. Feingold are co-owners. The new tv station is authorized at 15.5 kw visual power and 7.76 aural.

KNXT (TV) Plans Tv Course For Agency, Client Personnel

A basic tv training course for advertising agency and client personnel will be conducted by KNXT (TV) Los Angeles, with the first of the six 2-hour sessions tentatively scheduled for mid-October.

Writing to national and local advertising leaders, Clark George, general manager of the CBS-owned tv station, expressed the feeling that "if we can bring about a more wide-spread understanding among agencies and advertisers of the operation and use of television facilities, a most useful purpose will be served."

George Moskovics, manager of television development for KNXT and the CBS Television Pacific Network, is working directly with Mr. George in setting up the training program, which will cover the general topics of "The Basics of Television," "The Selling Side," "The Commercial Use of Television" and "The Production Side of Television." The nature and use of program sponsorships, announcements and participations; local and network operations; audience measurements and other tv research material; time purchase programs and plans for scheduling will be covered for agency and client personnel within the general subjects.

The course also will develop the fine points of live and film programming, preparation of commercials and use of promotion and trade merchandising. On the production side it will explore the entire field, from pre-production planning to the actual telecast, including personnel, facilities and use of equipment. The course will include extensive demonstration of working equipment as well as lectures and discussions.

Former Sen. Wheeler, 2 Sons Purchase KRIZ for \$215,000

The sale of KRIZ Phoenix to former U. S. Sen. Burton K. Wheeler and two of his sons (Richard B. and John L.) by Howard Loeb for \$215,000 (including a 10-year lease on real property) was announced last week. The Wheelers are paying \$100,000 for personal property, \$10,000 a year for 10 years to lease the station's real property, after which they have a contract to buy the real estate for \$15,000.

The senior Wheeler was a Democratic senator from Montana from 1923-47 and former chairman of the Senate Commerce Committee. He currently practices law in Washington with a third son, Edward K. The Wheelers (except Edward) also own KTLN Denver with Edwin C. Johnson (a former U. S. senator and also chairman of the Senate Commerce Committee and former governor of Colorado). KRIZ is on 1230 kc with 250 w.

Also announced last week were the sales of WPFA Pensacola, Fla.; WOOW New Bern, N. C., and WCRE Cheraw, S. C., all handled by Hamilton, Stubblefield, Twining & Assoc., station broker.

Richard C. Fellows and Robert Thorne, both of Jacksonville, Fla., purchased WPFA from William O'Connor for \$115,000. Mr. Fellows is operations manager of WPDQ Jacksonville. WPFA operates on 790 kc with 1 kw daytime. The cp for ch. 15

WPFA-TV was not involved in the sale.

WOOW was sold to Leo Hoarty and associates (who own WBOF Virginia Beach, Va.) by Paul Reid for \$50,000. The station is on 1490 kc with 250 w.

E. G. Robinson and Bill Wagner purchased WCRE, on 1420 kc with 1 kw daytime, from Roy F. Zess for \$40,000. Mr. Robinson also owns WDKD Kingstree, S. C.

All sales are subject to FCC approval.

WBC Program Heads to Meet

Westinghouse Broadcasting Co. station program managers will meet in New York Tuesday and Wednesday to review program activities of 1957 and develop plans for 1958. The meeting comes as most of the stations complete their first year of entirely local programming and three months after the launching of nighttime WBC programming "Program PM." The group will be addressed by Donald H. McGannon, WBC president; Richard M. Pack, vice president for programming; William J. Kaland, national program manager, and Melvin A. Goldberg, director of research.

WKXP-TV Begins Operations

Ch. 27 WKXP-TV Lexington, Ky., that community's second tv station (both are uhf), went on the air last Monday. FCC approval was secured on Sept. 18. Its debut was contingent on this authorization to broadcast temporarily from auxiliary studios at the transmitter site, while downtown



GEORGE CRANSTON (l), manager of WBAP-TV Houston, shows Mr. and Mrs. C. B. Owens their color film commercial for Owens Country Sausage. It is the first local account to use color regularly on WBAP-TV, which has been colorcasting since 1954. The Owens spot is on *High Noon News* daily 12-12:30 p.m.