

## STATIONS

### NTA Said Planning Overhaul Of WAAT-WATV (TV) Operations

National Telefilm Assoc. last week was reported to be formulating plans for overhauling the programming and sales structures of WAAT-AM-TV and WATV (TV) Newark, N. J., following NTA's purchase of the stations Oct. 4 [AT DEADLINE, Oct. 7].

The estimated purchase price at the time of announcement of the transaction was set at \$3.5 million, but last week NTA confirmed that the ultimate price may reach almost \$4.5 million. Under the agreement, NTA will assume obligations of WATV (TV) amounting to almost \$1 million, largely money owed to NTA for leasing of 20th Century-Fox features. NTA also will pay the sellers \$2.5 million over a period of seven years, plus \$1 million "out of profits" from future operation of the stations.

Although NTA officials declined to reveal their plans for the stations because FCC approval still must be obtained, it was learned that the company's thinking is to make the radio-tv outlets "more community-minded" and have them operate on a so-called "counterpoint" concept. The latter approach is to have the stations program in a way completely different from other stations in the area at a given time—that is, if competing stations are appealing to children in a certain period, the NTA stations will slant programs to adults. It is reported that WATV (TV) will attempt to achieve a balance between live and film

programming, with NTA realizing that "community-mindedness" can be accomplished largely through live shows. It is believed that WAAT programming will be overhauled to provide more service programming, such as news, weather and traffic information.

### Broadcaster McCaw Spearheading National League Club in Seattle

J. Elroy McCaw, radio-tv station operator, is active in a Seattle group looking into the location of a National League baseball franchise in the Pacific Northwest city. The idea was endorsed by Walter O'Malley, head of the Brooklyn Dodgers, in a letter to Mr. McCaw. The Dodgers executive proposed expansion of the National League to 10 clubs, with franchises going to Seattle and Minneapolis.

Mr. O'Malley and Horace Stoneham, president of the New York Giants, said the shift of two league clubs to San Francisco and Los Angeles will make a third west coast team desirable.

Mr. McCaw is owner of KTVW (TV) Seattle-Tacoma, with the station carrying home games of the Seattle Rainiers. He also has interests in other tv and radio stations, and is owner of the Seattle Americans professional hockey club. He said the National League plan has stirred intense interest in Seattle and has drawn endorsement of Washington Gov. Albert Rosellini and Seattle Mayor Gordon Clinton.

Mr. McCaw also is interested in developments of wired tv in the Northwest.



**BUSINESS** was carried on as usual during the World Series, reports NBC Radio Spot Sales. Scorecards were placed on the attache cases of the company's salesmen to keep timebuyers posted on the latest game scores. Above, Jack Price (l), NBC Radio Spot Sales, discusses business with Arthur Topol, Donahue & Coe Inc., after hearing the score on a portable radio which was tuned to NBC.

### WHDH-TV Target Date Delayed

WHDH-TV Boston (ch. 5) will begin operating the week of Nov. 17, about two weeks later than planned, Vice President William B. McGrath said last week. Several sections of the transmitter tower being constructed by RCA were damaged, causing the delay.

**HELP WANTED!**

#### NTA MEMO

Date October 14th, 1957

**TO:** TOP SALES PERSONNEL IN THE INDUSTRY  
**FROM:** HAROLD GOLDMAN  
**RE:** BETTER OPPORTUNITIES FOR YOU!

In a few short years, NTA has become one of the leaders in the distribution of films for TV.

In keeping with this growth, we now have major plans for expansion in the immediate future.

Our present sales force is composed of as fine a group of men as any organization is blessed with, but we need more of them for the important projects that lie ahead. As a result...

SIX IMPORTANT POSITIONS ARE TO BE FILLED IN OUR SALES ORGANIZATION.

Two of these positions are for men of especially major calibre, with experience not only in creative selling but in training and managing sales organizations.

One of these men will head up our national sales division. The second will function in our regular sales and distributing organization in an executive and managerial capacity.

In seeking to fill these posts, we can utilize only the very best, and it will save time and trouble for all concerned if only the very best will apply. We are prepared to give those selected the best deals they can obtain in television...with incentives and opportunities surpassing those they may have had until this time.

If you can qualify and if you're interested, please write me, telling me your background, present earnings, all other pertinent details, and enclosing a photograph, if possible.

If you are not afraid of hard work, in return for substantial salary and other incentives, please get in touch with me...by letter only.

Sincerely,

(signed) Harold Goldman  
Executive Vice President, NTA  
60 West 55th Street, New York 19, N. Y.