

# ETV GROUP BUYS WNTA-TV

## Commercial broadcasters put up \$2 million of the \$6.2 million purchase price

WNTA-TV Newark-New York (ch. 13) was sold last week to a New York civic group that plans to use the station as an educational outlet. The sales price was \$6.2 million in cash. Station broker Howard E. Stark handled the transaction on behalf of educational group.

In a joint effort approved by the Dept. of Justice, commercial broadcasters are contributing an estimated \$2 million toward the purchase price. The three tv networks (which own New York stations) will donate approximately \$500,000 each while independents WOR-TV and WNEW-TV, both New York, have pledged \$250,000 apiece. The remaining New York station, WPIX-TV, reportedly will offer assistance when WNTA-TV switches to etv.

Balance of the \$4.2 million needed will be met through grants from philanthropic groups with public support expected to meet operating costs. Purchasing organization — Educational Tv for the Metropolitan Area (ETMA) — is headed by Howard Sheperd, former board chairman of the First National City Bank.

Negotiations for WNTA-TV have been in process for several weeks following the announcement of licensee National Telefilm Assoc. that it planned to sell the station. ETMA hopes to receive FCC approval prior to the first of the year and transfer ch. 13 to etv programming on Jan. 1 with call letters WMET (TV).

Opposition to the transfer is expected to be lodged by New Jersey Gov. Robert Meyner, who is battling to retain ch. 13 as the lone vhf facility allocated to New Jersey. He has appointed a committee

whose goal is to maintain ch. 13 in the state. The FCC currently is accepting comments on rule-making to assign a vhf channel to etv in New York and Los Angeles, with the deadline for submitting statements this Thursday (July 6).

WNTA-TV now is telecasting on a curtailed eight-hour day and ETMA plans to take station off air for brief period pending change-over to educational tv programming.

## Airborne group refuses WXIX-TV's etv offer

Offer of a Milwaukee uhf station to provide educational tv during hours it is not normally on the air on a free, experimental basis was refused last week when the program source turned down the plan. Had permission to rebroadcast been granted, the station would have been the only outlet providing etv service to that area.

WXIX-TV Milwaukee wanted to carry programs of the Midwest Program on Airborne Television Instruction, which transmits educational material of Purdue U. by means of airplane. The station had sought and received encouragement from Milwaukee area representatives of the etv system and had offered to set up the equipment and run summer-session programs without cost. If the experiment proved successful, WXIX-TV planned to continue the service and charge MPATI only operating costs.

MPATI gave as its reason for turning down the request that WXIX-TV was a commercial station and that the

## Virginia's story

The Virginia Assn. of Broadcasters has published a survey in pamphlet form under the title "Broadcasting in Virginia" which details the importance of the broadcasting industry in informational and public affairs field. The report, based on returns from questionnaires sent to every station in the state, covers the spectrum of Virginia broadcasting from its history through its programming to its place in national organizations. Replies were received from 57 radio and 8 television stations, representing 60% radio and 76% television returns.

Stations participating in the report indicated the amount of their programming that was devoted to religion, general public service announcements (such as highway safety or fire prevention), news, sports, politics, and classical music. They also detailed the national organizations such as networks or industry groups to which they belonged.

educational group's contracts have royalty and copyright provisions that call for noncommercial broadcasting. The station agreed to run no commercials during the educational hours but MPATI still declined the offer.

## Mutual adds another station

Mutual has announced the signing of WPEO Peoria, Ill. as an affiliate and said this addition gave it outlets in 88 of the nation's top 100 markets, compared to 80-81 for each of its three network competitors. Mutual's count showed that among the top 100 markets MBS had gained three during the past year, while CBS Radio's affiliations in the same 100 rose from 77 to 81, NBC Radio's remained at 81 and ABC Radio's dropped from 84 to 80. WPEO, a 1 kw daytimer on 1020 kc, is a member of J. W. O'Connor group of stations. It brings Mutual's total of directly linked affiliates to 422.

## Kansas radio directory

Kansas congressmen, senators, state officials and organizations are receiving a special directory of Kansas radio and tv stations that includes beeper-phone listings to be used by these news originators on appropriate occasions. The directory was compiled by the Kansas Assn. of Radio Broadcasters and also includes station addresses, names of managers (with home phone numbers) and program and news directors.

## FCC, etv group, co-sponsor uhf exhibit

A two-week exhibit of uhf equipment and components will be jointly-sponsored in Washington by the FCC and the Greater Washington Educational Tv Assn. The exhibition will be held in the Dept. of Commerce lobby, beginning July 15.

It is being held to acquaint the general public with the plans of GWETA to serve Washington and its environs with educational programming on ch. 26, for which it received a grant a fortnight ago (BROADCASTING, June 19). Particular emphasis will be given to motivating a massive conversion program to receive uhf since the Nation's Capi-

tol presently has only vhf service.

Actual uhf pictures will be shown visitors through two special translators which will rebroadcast on uhf channels the signals of Washington's four commercial vhf stations. Robert G. Weston, engineering assistant for Commissioner Robert E. Lee, is handling the details of the exhibit.

Among equipment manufacturers who will display equipment at the exhibit are Zenith, Vicar Inc., Technical Appliance Corp., Entron, General Electric, Blonder-Tongue, Westinghouse, JFD Electronics Corp., Sylvania, Legum (Admiral), Jerrold and Channel Master.