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Grand Rapids. There are 42 stockholders with Theodore J. Peters (8.214%) holding the major share. Mr. Peters owns an investment firm and 50% of a real estate firm.

Community Broadcasting Inc. has applied for ch. 13 Rochester and requested special temporary authority to operate on the channel pending the FCC's final decision. Community has over a dozen stockholders; Joseph W. Alaimo, an attorney, and F. Robert Greene, owner of an advertising agency, hold major shares (15.53% each).

Senate unit may rehash FCC New York hearing

Some of the testimony developed in the FCC hearing in New York earlier this month on advertisers' influence over the programs they sponsor (BROADCASTING, Oct. 9, 2) may become grist for the Senate Watchdog Subcommittee's mill.

Creekmore Fath, subcommittee counsel, said some of the views expressed at the hearing "come clearly within our interest."

The subcommittee was created in 1959 to watch the broadcast industry after the freedom given it by the liberalization of the equal-time section of the Communications Act.

A Watchdog hearing on sponsor influence, however, is still in the early talking stage, Mr. Fath said. Sen. Ralph Yarborough (D-Tex.), subcommittee chairman, is in Europe with his Army reserve unit and has not discussed the matter with the other members, Sens. Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.)

If a hearing is held, it will probably cover complaints to the Senate unit about broadcaster bias in election campaigns this fall. The group held a hearing last spring on alleged broadcaster bias during the 1960 campaigns.

Global cabinet post proposed by Brower

A new "department of world affairs" with a secretary post in the President's cabinet was proposed by Charles H. Brower, president and chairman of the executive committee of BBDO, in a talk before the annual meeting of Audit Bureau of Circulations in Chicago. He said critics who charge the U.S. can sell cornflakes but can't sell itself fail to realize advertising hasn't even been given the opportunity to try.

The proposed world affairs department would "drain from peoples' minds the poison of Soviet lies and tell them the truth about America."

FCC OKAYS WNTA-TV SALE TO ETV

But Gov. Meyner threatens to take court action

Educational interests received the FCC's blessing last week for the \$6.2 million purchase of WNTA-TV (ch. 13) Newark-New York and immediately new protests came from New Jersey Gov. Robert Meyner.

Commission approval came on a 6-1 vote, with Commissioner John S. Cross dissenting in favor of a hearing. Gov. Meyner and other New Jersey civic and state officials bitterly denounced the proposed sale in seeking a hearing on the grounds consummation would take away the state's only vhf tv allocation. In dismissing the various pleadings, the FCC stated:

"We have carefully considered the contentions of New Jersey. We are convinced that they present no substantial or material issue of fact and that a grant of the application would serve the public interest, including the interest of the public in the northern New Jersey area."

Gov. Meyner immediately accused the FCC of being "biased" and announced plans to seek redress in the U. S. Court of Appeals in Washington. New Jersey, in fact, immediately asked the FCC informally for a stay but it was felt such a delay was not necessary. It also was reported that the parties involved, Educational Tv for the Metropolitan Area and National Telefilm Assoc. (WNTA-TV licensee), had agreed not to consummate the deal before the close of business tomorrow (Tuesday), at the earliest. The governor indicated his state could have an appeal ready by then.

ETMA is a nonprofit corporation headed by John C. White. After the educators take over, ch. 13 will go

dark until early next year at which time it will return to the air as WMET (TV) with educational programs.

Commercial tv stations in New York are furnishing \$2 million of the required purchase price—\$500,000 from each of the three network stations (WABC-TV, WCBS-TV and WNBC-TV) with independents WOR-TV and WNEW-TV providing \$250,000 each.

The public will be asked to contribute the annual operating costs—estimated at approximately \$2 million—of WMET. It will be the first vhf etv in the New York metropolitan area.

Taken Aback ■ In its decision last week, the FCC majority said that "we are frankly somewhat taken aback by the suggestion [of Gov. Meyner] that a full-time broadcast fare of educational, cultural and informational programs designed for enlightenment would not greatly promote the public interest." The commission noted that ETMA's programming was formulated after extensive discussions with educators, clergymen, agricultural experts, civic officials and others.

To the charge that approval of the WNTA-TV sale would be illegal, the FCC said that "on the basis of undisputed facts, there has been no reallocation of the channel . . ." from Newark to New York. Additionally, the commission said that commercial stations are to be commended rather than accused of antitrust violations for providing a portion of the purchase price.

"In sum then, the grant would result in bringing a new, specialized educational and cultural format to this

You have a responsibility...if

Notice to television stations whose signals cross the New Jersey state line: The FCC wants you to know that you have a responsibility in the public interest "to serve as an additional outlet for local expression for the many small communities . . ." located across the border.

And, the FCC so informed such stations last week in its approval of the sale of WNTA-TV Newark-New York (see story, this page). Since New Jersey has only one vhf channel (and the commission emphasized that while ch. 13's main studio would be located in New York it was still a New Jersey allocation), and no uhf's are operating in the

state, the FCC said it was sending the WNTA-TV decision to other outlets in New York, Pennsylvania and Delaware who are viewed in New Jersey.

This was done, the commission said, "as notice that they have a duty to serve, to some extent, the local needs of their New Jersey viewing audience. . . . Our purpose is solely a prospective one: To insure that these stations know of their responsibilities in this regard and of the commission's intention to inquire, at time of renewal, whether and how these responsibilities have been met."