

KOGO-AM-FM-TV to Time-Life

Contract was being drawn last week for sale of KOGO-AM-FM-TV San Diego to Time-Life Broadcast Inc. for about \$6.25 million. Sellers are Fox, Wells & Rogers, investment firm, representing majority and *Newsweek* division of Washington Post Co. with 46.22%. Transaction, through Blackburn & Co., was negotiated with James Rogers of Fox, Wells and executives of Time Inc. and of its broadcast division, headed by Frederick S. Gilbert, general manager.

Washington Post Co., which last year acquired Newsweek, along with minority ownership in San Diego stations, reportedly was not interested in acquiring full ownership of stations because of geography and because its broadcast interests are in South Atlantic area (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville). Time-Life stations are KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids, plus production and foreign minority holdings.

Three-year rule

Within next two weeks Broadcast Bureau will recommend to FCC that pending "three-year holding rule" be adopted. Proposed year ago on 5-2 vote (BROADCASTING, Dec. 12), new rule would require original applicant or purchaser to hold station for minimum of three years, except in extenuating circumstances. It met violent broadcaster opposition (BROADCASTING, Jan. 30) and has been dormant since. FCC spokesman said last week that rule will not be "killed or watered down" after FCC had asked bureau to bring forth its recommendation.

Political bite?

In its early deliberations, Presidential Commission on Campaign Costs has talked enough about high price of political campaigning on air to indicate it may propose new law to put bite on broadcasters for more free time. Commission, appointed two months ago by President Kennedy (BROADCASTING, Oct. 9), has been told to submit report by next March 30, so that legislative proposals may be made in time for action by next session of Congress.

Commission is headed by Alexander Heard, dean of U. of North Carolina graduate school. Two of its nine members have broadcasting connections: Paul Porter, FCC chairman in Roosevelt administration and now

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Washington lawyer, and Walter Thayer, president of New York Herald-Tribune, part of John Hay Whitney holdings that include Corinthian stations. At organization meeting, President Kennedy told commission members it was essential that something be done to reduce campaign costs and find means of financing that won't leave winning candidates beholden to big contributors.

Newt. Jr. C of C selection

Among 10 outstanding young men selected annually by Junior Chamber of Commerce (and announced in January) will be at least two young New Frontiersmen. They are FCC Chairman Newton N. Minow, who was 35 last January 17, and Theodore C. Sorenson, special counsel to the President, 33 last May 8.

Spectrum specialist

White House staff is studying recommendations by Bureau of Budget for creation of telecommunications administrator in Executive Dept. He would be supervisor of that portion of spectrum used by military and other government agencies now handled by Interdepartmental Radio Advisory Committee. Move will not affect FCC jurisdiction over non-government assignments, but will plug hole in spectrum administration. After this step overall spectrum management can be considered.

WFIL's \$3.5 million center

On drawing board are plans for \$3.5 million broadcast center for WFIL-AM-FM-TV Philadelphia and Triangle Publications' radio and television division headquarters. To be located at western Philadelphia city line (across from WCAU-AM-FM-TV headquarters) facility will be situated on four-acre site with main studio, production and technical equipment housed in circular design. (KTRK-TV Houston dedicated its circular design building last month.)

Target date for WFIL plant, according to Roger W. Clipp, vice president and general manager of Triangle's radio and television division, is February 1963. Four-level structure will provide 75,000 square feet of useable space. Other Triangle stations are WFBG-AM-FM-TV Altoona, WLYR-TV Lebanon; WNBC-AM-FM-TV Binghamton, WNBC-AM-FM-TV New Haven and KFRE-AM-TV, KRFM (FM) Fresno.

Goodyear in radio

Goodyear tire is buying spot radio in six major markets—reportedly as result of new selling technique being used by RAB (see page 30). Markets are Milwaukee, Detroit, Denver, Los Angeles, San Francisco and St. Louis, with orders for minutes predominating. Campaign slated to run six months.

FCC's reduced workload

FCC's workload also appears to have diminished rather suddenly. Whereas FCC meetings used to occupy all day Wednesday and on many occasions go into Thursday, FCC hasn't had meeting that has lasted two or three hours since Congress quit last September. Agendas have been unusually light. To some degree this is attributed to delegation of more routine matters to staff and also to fact that Congress hasn't been preempting FCC time.

Lestoil's net-spot plans

Lestoil's first-time jump into network tv comes to some \$1.5 million, but it won't desert spot. Announcement in mid-December will detail Lestoil's 1962 buys. Reportedly, strategy will include participations in four night-time shows on ABC-TV and an across-board strip of NBC-TV daytimers to add to NBC-TV prime-time buys already announced (AT DEADLINE, Nov. 27). Spot tv will emerge just after beginning of year with as much as \$5 million to be budgeted. Sackel-Jackson, Boston, is agency for Lestoil, which has been heavy brand spot advertiser, last year alone spending more than \$7 million in spot.

ARB-McDonald pact

Working relationship is to be announced shortly whereby American Research Bureau will market McDonald Research Ltd.'s Canadian audience measurements to U.S. buyers and McDonald will market ARB's U.S. measurements to Canadian buyers. Purpose: To offer quicker access to ratings for agencies located in one country but buying time in other. Interchange of research data, validation studies, etc., between ARB and McDonald also provided in agreement, which involves no exchange of money or stock. Two companies have similar services, both diary and instantaneous. McDonald's instantaneous, operating on Toronto, is Synchronous Audience Measurement (SAM); ARB's, national is Arbitron.