

independent KTTV(TV) Los Angeles, acquired from the *Los Angeles Times* for \$10,390,000.

Los Angeles is a seven-station VHF market while San Francisco-Oakland has four VHF's.

Other major station sales in recent months:

Hearst Corp. paid \$10.6 million for 50% ownership in WTAE-TV Pittsburgh (it already owned the other 50%).

Westinghouse paid \$10 million for WINS New York.

Cowles Magazines & Broadcasting paid \$8 million for WREC-AM-TV Memphis.

Harte-Hanks Newspapers paid \$6.25 million for 63% of KENS-AM-TV San Antonio (it already owned 37%). Later KENS was sold for \$700,000.

Time-Life paid \$6.25 million for KOGO-AM-TV San Diego.

Outlet Co., Providence, R. I., department store (and owner of WJAR-AM-TV there) paid \$6 million for WDBO-AM-FM-TV Orlando, Fla.

## Church resolution protested again

Broadcasters continued last week to protest a resolution of the governing board of the National Council of Churches urging stricter regulation of

radio-TV (BROADCASTING, June 17).

Carleton D. Brown, president of WTVL Waterville, Me., and member of the National Association of Broadcasters' board of directors, wrote the council that he was "grieved and shocked" at pronouncements put forth as policy of the council members. In a letter to J. Irwin Miller, president of the National Council of Churches, Mr. Brown also questioned the validity of the resolution.

"I am particularly grieved that the National Council favors increased federal government control of broadcasting and even suggests that limitation on the freedom of speech is advised," Mr. Brown told Mr. Miller. He said further that he was "shocked" to learn that only 62 of approximately 200 council board members were present when the resolution was approved.

The board's action is a "distinct disservice to thousands of honorable broadcasters who . . . have used their talents and have given generously by contribution or facilities to the support of the church," Mr. Brown said. "I hope your board may become appraised of the unfair nature of this action and I would ask what definite steps you may have in mind to correct the hurt which has been caused."

Two weeks ago, W. N. McKinney of El Dorado, Ark., wrote the council in

strong protest of the resolution (BROADCASTING, July 22). The NAB plans to arrange a meeting between broadcasters and the council to discuss the resolution.

## NAB near blastoff for audited ratings

All systems are "go" in the efforts of the National Association of Broadcasters to provide accredited and audited program ratings for radio-TV. This was the word last week from Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Ratings Council and Research Committee.

The two groups met July 19 in New York. Afterward Mr. McGannon announced that a nonprofit corporation would be established to supervise the auditing of audience research firms (BROADCASTING, July 22). The actual auditing will be done under contract by an independent firm.

Mr. McGannon reported last Wednesday (July 24) on the work of various subcommittees of the Ratings Council. Criteria to which ratings firms will be asked to subscribe will be drafted by mid-August, he said, and will be sent to all firms along with a questionnaire on ratings shortly thereafter.

Another subcommittee has been meeting with Radio Advertising Bureau on the latter's request that the NAB support an RAB-planned study of radio audience measurements (see story, page 36). Mr. McGannon said the NAB should have sufficient information by mid-September to reach a decision and make recommendations to the RAB. The radio bureau has asked the NAB for \$75,000 to help finance the proposed \$200,000 study.

## Changing hands

**APPROVED** ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ KTVU(TV) Oakland-San Francisco Calif.: Sold by William B. Pabst, Ward D. Ingram, Edwin O. Pauley and other: to James M. Cox stations for \$12,360,000 (see story page 47).

■ WALK-AM-FM Patchogue and WRIV Riverhead, both New York: Sold by W. Kingsland Macy Jr. and associate to Chet Huntley, NBC; Jerry Feniger Cowles Magazines & Broadcasting Bill Mulvey, McCann-Erickson; and Ed Wood, Screen Gems, for \$217,500 and \$150,000 for agreement not to compete. Each of the buyers will hold 25% interest. WALK is a 500 w daytimer on 1370 kc; WALK-FM operate: on 97.5 mc with 15 kw. WRIV is a J

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