

equipment, some to inept and careless maintenance, some to the dubious practice of using announcers to transfer tapes in lieu of engineers," he asserted.

He also stressed agencies' interest in the balance of volume in sound between programs and commercials. "We are led to believe," he said, "that too often commercials are aired without ever having been rehearsed in advance and levels set so that they will match the peaks of the surrounding program or commercial material."

Mr. Crichton also noted AAAA's past participation in broadcast talent union negotiations on a national scale and called upon broadcasters for "your support for equitable local [talent union] codes, in areas where the talent is unionized."

KCET(TV) begins ETV in Los Angeles

Today is ETV Day in Southern California, when KCET(TV) Los Angeles makes its debut as the area's first non-profit educational television station. Its program schedule will be divided between daytime classroom instructional programming and nighttime cultural pro-

gramming for the home audience.

The debut climaxes three years of effort by a group of citizens who organized Community Television of Southern California, secured an FCC license and raised the funds to get KCET started, with a healthy assist of \$250,000 each from CBS, NBC and Metro-media and \$100,000 from KCOP(TV) Los Angeles (BROADCASTING, Feb. 10). The ETV also will receive 80% of the profits of Oak Knoll Broadcasting Corp.'s interim operation of KRLA Pasadena-Los Angeles.

KCET plans to program roughly 12 hours a day, from 11:15 a.m. to about 11 p.m. The first half-hour and the 1-3 p.m. period are slated for in-school programming. The luncheon interval is devoted to mother-and-child programs; the late afternoon to programs of interest to the youngsters returning from school; the evening to programs of general family interest, but with a cultural, intellectual accent.

The problem of KCET in diverting viewers from the commercial stations serving the Los Angeles area—seven VHF and one UHF, the latter an all-Spanish station programmed for the more than 1 million Latin Americans living in the area—is accentuated by its UHF location on channel 28. Some 200,000 homes are equipped to receive UHF

programs, but most them are occupied by families who are more interested in dramas and bullfights taped in Mexico City than in educational programming, U. S. style.

FCC shows it has a heart, after all

Because of "the extreme physical disability" of the proposed seller, the FCC has departed from rigidly held policy to approve the sale of WJZR Johnstown, N. Y.

A hearing examiner last year issued an initial decision recommending the revocation of the construction permit for the station held by Martin Karig. The examiner said he lacked the character qualifications to be a licensee.

Normally, the commission does not consider assignment applications in cases where a seller's character qualifications are in issue. But the commission made an exception because of Mr. Karig's physical disability.

The commission noted that Mr. Karig has a congenital fused spine depriving him of free locomotion. It said that because of this and his training, broadcasting is the only business in which Mr. Karig can participate.

The commission said Mr. Karig has an operator's license but that he has been unemployed since the commencement of revocation proceedings. It added that unless the sale is approved, he would not be able to educate his four children or support his family.

The sale, to Schoharie County Broadcasting Corp., is for \$45,000. The commission said Mr. Karig would make no profit on the transaction.

Hearing Examiner Herbert Scharfman recommended revocation of the construction permit on the ground that Mr. Karig had failed to keep the commission informed of his financial interests in the Johnstown radio station as well as in two Saratoga Springs, N. Y., outlets, WSPN and WSRA. Both are dark. The examiner also held that Mr. Karig continued to hold them after he had been told to dispose of his interests in all but one. The examiner noted that Mr. Karig's part ownership in the two Saratoga Springs stations violated the commission's overlap rules.

Changing hands

ANNOUNCED - The following sales of station interests were reported last week subject to FCC approval:

■ WADC Akron, Ohio: Sold by Allen Simmons to group of Cleveland businessmen headed by Harrison Fuerst for \$1,350,000. The Fuerst group includes

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5-kw daytimer in progressive market. \$60,000 gross. Can be improved with owner-management. Excellent equipment.

\$100,000

1-kw daytimer. Absentee-owned. Good ratings. \$60,000 sales can be improved.

\$90,000

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