

cial could not be reached for comment.

However, persons in a position to know said that RKO was being partially reimbursed for losses and "expenses" incurred as a result of its four-year involvement in the proposed trade with NBC.

RKO, in seeking reconsideration of the commission's decision last year, said it would suffer a \$2-million loss it could not recoup if the decision were not overturned. RKO attributed most of the loss to termination of WNAC-TV's affiliation with CBS on Dec. 31, 1960.

CBS-TV Terminates - RKO said the affiliation had been cancelled because of the trade agreement it had reached with NBC earlier that year. WNAC-TV subsequently affiliated with ABC. But, RKO said, the lower rate of remuneration provided by that network, plus other losses resulting from the change in affiliations, led to damages "in excess of \$1,750,000."

The RKO withdrawal, coming four days before a scheduled court hearing on the appeal, cleared the way for consummation of the NBC-WBC swap.

The commission in February approved the assignment applications subject to the outcome of RKO's court appeal.

Conclusion of the trade will bring full circle to a series of events begun in 1956, when the commission approved the swap of the Cleveland stations, then owned by NBC, for the Philadelphia properties, then licensed to WBC.

The Justice Department subsequently alleged that NBC had used its network power to grant or withhold affiliations to coerce WBC into making the trade. The department used this argument in obtaining the consent decree.

NBC's efforts to abide by the decree by trading with RKO became entangled in a complicated proceeding which also involved NBC's applications for renewal of the Philadelphia stations and Philco Broadcasting Co.'s competing application for a new station on channel 3.

The commission, following the same line taken by the Justice Department, however, decided that the public interest would best be served by unscrambling the original NBC-WBC trade. In its appeal, RKO had argued that the commission had introduced a new issue not part of the hearing proceeding and had imposed a buyer on NBC in contravention of the Communications Act's prohibition against such action.

MORE STATIONS USE . . .
Hollywood Commentator
DICK STROUT
and top guest stars!

Box 907, Beverly Hills, Calif. (213) CRestview 4-1330

Four stations sold for \$6.8 million

Only one TV in the group, FCC approves sales of New Orleans and Reno stations

Four broadcast properties were sold last week for an aggregate price of \$6.8 million and only one of the properties included a TV station. All the sales are subject to FCC approval.

Sold were WDOK-AM-FM Cleveland to Norman Wain, Robert Weiss and Joseph Zingale and others for \$2 million; WWSA-AM-FM-TV Harrisonburg, Va., to James Gilmore, for \$1.8 million; KTSB San Antonio, Tex., to Bernard Waterman, and WNAJ Yankton, S. D., to Red Owl Stores Inc., for \$1.5 million each.

In addition the FCC last week approved two major station transfers: WVUE-TV New Orleans to Screen Gems Inc. for \$7,950,000, and KENO Las Vegas to Lotus Theatre Corp. for \$330,000.

WDOK-AM-FM was sold by Northeastern Pennsylvania Broadcasting Co. to the owners of WFAS-AM-FM White Plains, N. Y. Besides Messrs. Wain, Weiss and Zingale, the buying group includes Mr. and Mrs. Harry Stone of Cleveland, Frank Celeste, former Lakewood, Ohio, mayor, and Nick Mileti, a Cleveland attorney. Mr. Stone is president of American Greetings Corp., Cleveland. No changes are planned in programing or personnel, it was announced.

Northeastern Pennsylvania is the company that was formed to hold the Cleveland stations after Transcontinent Television Corp. was dissolved following the sale of all its other broadcast properties last year.

Messrs. Wain, Weiss and Zingale at one time worked for WHK Cleveland and Mr. Wain at one time was program director of WDOK.

WDOK operates fulltime on 1260 kc with 5 kw; WDOK-FM is on 102.1 mc with 31 kw.

Overlap Problem - The WWSA stations were sold because the principal owner, the Washington (D. C.) *Evening Star*, which owns WMAL-AM-FM-TV Washington, plans to increase the height of WMAL-TV's tower. If it did so, it would involve itself in an overlap with the Harrisonburg stations which are about 100 miles west of Washington.

The WWSA stations are owned 63%

by the *Star* and 37% by Hamilton Shea. Mr. Shea, who is the chief executive of the stations, will remain, it was announced.

Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEHT-TV Evansville, Ind.

WWSA operates fulltime on 550 kc with 5 kw day and 1 kw night; WWSA-FM is on 100.7 mc with 7.2 kw, and WWSA-TV, on channel 3, is affiliated with all three TV networks.

The WWSA stations were originally bought by Transcontinent Television Corp. and Mr. Shea jointly for \$560,000 in 1956; in 1959 the *Star* bought TTC's 50% and 1% from Mr. Shea for \$700,000. Subsequently the

Jerrold
solid-
state
catv
equipment
HAILED AS THE QUALITY
STANDARD OF CATV

GO FIRST-CLASS WITH THE LEADER

JERROLD

CATV Systems Division
JERROLD ELECTRONICS
CORPORATION
15th & Lehigh Avenue
Philadelphia, Pa. 19132

OVER 15 YEARS' CATV EXPERIENCE