

agreed the commission was right in permitting the introduction of evidence of the station's operations following the filing of the renewal application. The complainants had urged the commission to bar such information. But the bureau and WLBT said that the court did not prohibit such evidence.

CBS Radio signs Mexico City affiliate

CBS Radio last week reported it had signed XEVIP Mexico City for limited network service, starting Aug. 1, under a licensing arrangement. This type of CBS service is also extended to 12 other stations outside the continental U. S.

The network does not number these stations as part of its affiliated network.

CBS Radio also reported last week that KLAJ Las Vegas will affiliate with the network effective Dec. 31, bringing the total number of affiliates to 242. KLAJ, owned and operated by Arthur Powell Williams and managed by Sam Salerno, is a 24-hour facility on 1230 kc with 250 w. The independent station four and a-half years ago was a CBS affiliate under the former call of KLAS.

The XEVIP agreement is the first for CBS Radio in Latin America, according to Arthur Hull Hayes, CBS Radio president. XEVIP is operated by Radio Programas de Mexico S. A. on 1560 kc with 500 w. The station's format is English-language broadcast on a 24-hour basis. Last April its call letters were changed from XERMK. Station director and general manager is Clemente Serna Alvear, and station manager is D. Keith Larkin.

WMOZ to go off by July 31

The FCC last week rejected petitions submitted by WMOZ Inc. for a stay and reconsideration of an earlier decision that denied the license renewal application of WMOZ Mobile, Ala. WMOZ is 99% owned by Edwin H. Estes. The commission has ordered the station to conclude its affairs and leave the air by July 31.

The FCC originally denied WMOZ's application for a license renewal and revoked the license of WPFA Pensacola, Fla., also owned by Mr. Estes, in February 1964 on the grounds that the licensee falsified logs that he sent to the commission with his license-renewal application (BROADCASTING, Feb. 10, 1964). The FCC last May reaffirmed its earlier decision, but tempered its ruling by giving Mr. Estes 90 days to sell WPFA (BROADCASTING, May 16).

FCC sets hearing on KCTY's renewal bid

The license renewal application of A. C. Bigham, licensee of KCTY Salinas, Calif., has been designated for hearing to determine if FCC rules have been violated.

The commission requested the Broadcast Bureau to send a bill of particulars to the applicant. KCTY has allegedly been involved in unauthorized transfer of control, broadcast of a lottery, violation of the sponsorship-identification rules, falsification of logs and other misdemeanors. If it is determined during the hearing that KCTY's activities do not justify a denial of its license, the hearing examiner will recommend to the commission whether a fine up to \$10,000 should be imposed.

Technicians end WOKR(TV) strike

A four-week strike at WOKR(TV) Rochester, N. Y., ended July 11 with jurisdictional lines between management and technical employees holding relatively firm.

Engineers, cameramen and other technical employees walked off their jobs June 12 at the expiration of a two-year contract between the station and Local 22 of the National Association of Broadcast Employees and Technicians.

A principal union demand was that technicians assume film shooting functions handled by news reporters covering stories. The union also wanted jurisdiction over technical operations at remote broadcasts.

Under the settlement, management retains the option to assign either newsmen or technicians to film news events and retains its jurisdiction over remotes, a station spokesman said. Management agreed that technicians would perform some of the film editing previously done by news department producers.

The new three-year contract calls for an \$8-\$12 weekly salary increase over a period of two years. The 19 striking employees picketed during the strike, but the station's 40 other employees, all nonunion, reported for work.

The spokesman said supervisory personnel signed the station on the air at 3 p.m. instead of the usual daily 7:30 a.m. Advertising revenue loss was kept to a minimum by the retention of the nighttime network programs and the reassignment of most spot commercials to available time periods.

Media reports . . .

New communications firm ■ D. Thomas Miller, former ABC vice president,

has formed North American Television Associates, 39 West 55th Street, New York 10019. The new firm will syndicate feature films and TV shows, and handle such personalities as the King family.

Friendly book? ■ Fred W. Friendly, professor of journalism at Columbia University and former president of CBS News, has almost finished a book about the dozen years he spent in CBS News prior to his resignation last February. Titled *Due to Circumstances Beyond Our Control*, the book is set for publication by Random House, possibly in 1967.

Agency named ■ TV Cinema Sales Corp., Hollywood, has appointed Shaw & Roberts, Beverly Hills, to handle advertising and sales promotion. The newly formed film production and distribution company, which also has an office in New York, recently acquired TV syndication rights to more than 100 feature films. Agency principal Martin Roberts will be account supervisor.

Call-letter procedures modified by FCC

A section of FCC procedures was amended last week to simplify the rule that requires AM's, FM's and TV's requesting new or modified call letters to notify broadcast stations within a radius of 35 miles on or before the date the request is filed.

Under present practice stations wishing to have new or modified call signs mail a notice of their request to other broadcasters within the 35-mile radius. The revised ruling, effective July 22, will simplify notification procedures by allowing stations to send a copy of their request instead of a separate notice to interested broadcasters.

The rule change also requires that the request for new or modified call signs be sent to all stations that have construction permits within the 35-mile radius, since such stations may also have requested or received call letters.

Mullins lights up

Formation of Mullins Neon Co. as a separate electrical sign division of Mullins Broadcasting Co. has been announced. The firm specializes in neon and plastic signs, painted bulletins and spectacular displays. It continues the activities of the former Alden Sign Co., purchased by Mullins last year. Louis A. Zehner Jr. is manager of the Mullins Neon Co. Mullins Broadcasting owns KBTR and KBT(TV) Denver and KARK-AM-FM-TV Little Rock, Ark., as well as Naegele Outdoor Advertising Co.