associates, was in the news a year ago with plans for a fourth, UHF-dominat
ated network, Unisphere Broadcasting System. However, lack of interest on
the part of major-market UHF's in the proposal kept it from getting off the
ground.

Media reports . . .

CCTV in Beverly Hills • The Beverly Hills (Calif.) Unified School District
is starting what amounts to its own closed-circuit system for instructional
Television. Construction is scheduled to begin in September on the basic system.
A pilot project, financed by the federal government, will develop audio-visual
materials primarily for classroom use. A coaxial cable will connect 10 class-
rooms with a central distributing center responsible for creating as well as stor-
ing and disseminating materials. Information assembled will be played auto-
matically on request on large television monitors in individual classrooms or be
broadcast over a hi-fi system.

Extra section • The Pulse Inc. will
add a second stage of interviewing
(July-September 1967) to its CP 1967
all-state, all-country radio coverage
study, originally planned as a January-
March 1967 project only. New agency
subscribers to CP '67 are West, Weir &
Bartell; William Eusty Co.; Sullivan,
Stauffer, Colwell & Bayles, and Dance-
Fitzgerald-Sample. The adding of a
second stage of interviews was
prompted by broadcast and agency
sentiment, according to Pulse.

Paperwork is a big
management problem

Coordinating traffic in sales and ac-
counting to cut paperwork is the chief
problem for most members of the Insti-
tute of Broadcast Financial Manage-
ment, according to a report from
John Herklotz of WGN-AM-TV Chicago.
IBFM's president.
Mr. Herklotz said 70% of the re-
plies in an IBFM survey indicated the
cutting of paperwork is the broadcast
management problem of top concern
today. The amortizing of film contracts
ranked second in the study, he said.
while CATV came next in importance
for most members replying. IBFM's
annual meeting will be Sept. 19-21 in
Denver.

prime time in a media
transaction begins when
you consult Blackburn first

The decision of buyer or seller to call on our
experience and vast knowledge of the market well ahead
of actual negotiations is time well spent. Not to
avail yourself of all the facts, both pro and con,
could result in the loss of much more time.
Rely on Blackburn, the reliable broker.

N.Y. publishing house
wants to build 3 UHF's

Books and TV don't normally mix,
but Harcourt, Brace & World Inc.,
New York publishing house, is trying
to improve relations. HB&W cor-
poration has applied to the FCC for
three UHF television stations.

The applications are for Denver (chan-
nel 20), Portland, Ore. (channel 24),
and Phoenix (channel 15). The appli-
cant plans to invest $733,000 for con-
struction of the Denver operation,
$713,856 in Portland and $759,890 in
Phoenix.

HB&W is owned by 1,937 stockhold-
ers. Hastings Harcourt owns 9.9%
of the corporation, Katharine Brack owns
7.8% and Donna Bruce Ogilvie 7.7%.

WATR-TV joining NBC-TV

NBC-TV last week reported WATR-
TV Waterbury, Conn., will affiliate with
the network Aug. 1, bringing the num-
er of affiliates to 203.

WATR-TV, owned by WATR Inc. and
managed by Sam Elman, operates on
channel 20 with 200 kw visual and an
antenna 565 feet above average terrain.
At present the station is an ABC-TV
affiliate.

Changing hands

ANNOUNCED • The following station
sale was reported last week subject to
FCC approval:

* WANT Richmond, Va.: Sold by
United Broadcasting Corp. to John and
Robert Sinclair for $210,000. John Sin-
clair is manager of WPIX-TV Hunting-
ton-Charleston, W. Va. He and Robert
Sinclair also own and operate Shoney's
restaurants in Macon and Augusta, both
Georgia. United Broadcasting is headed
by Richard Eaton, group owner. Day-
timer WANT is on 990 kc with 1 kw.
Broker: La Rue Media Brokers.

APPROVED • The following transfers
of station interests were approved by the
FCC last week (For other commission
activities see For The Record, page
77).

* KPOL-AM-FM Los Angeles: Sold by
Hugh R. Murchison Sr. and others to
Capital Cities Broadcasting Corp. for
$7.8 million (see page 58).

* WENG Endicott-Binghamton, N. Y.:
Sold by C. A. Bengston to TV person-
ality Merv Griffin and January Enter-
prises Inc. for $650,000. Mr. Griffin
and January Enterprises own WWCO
Waterbury, Conn. Herbert Bloomberg,
former owner of WWCO is executive

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. • CHICAGO • ATLANTA • BEVERLY HILLS

James W. Blackburn
Jack E. Harvey
Joseph M. Strick
RCA Building
333-9270

H. W. Casill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
314-6460

Clifford B. Marshall
John G. Williams
Manny Building
1657 Peachtree Rd.
873-5626

colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

66 (THE MEDIA)