

New radio rep firm is formed by John Butler

John C. Butler, former VP for radio sales at Peters, Griffin, Woodward Inc., has formed own radio station rep firm—John C. Butler Inc. New company will have offices in five cities, Mr. Butler said. He did not identify them.

Mr. Butler was to have assumed managerial position at McGavren-Guild-PGW Radio Inc. on Sept. 1. McGavren-Guild-PGW was formed when PGW transferred its radio station list to McGavren-Guild in exchange for financial interest in Atlantic States Industries Inc., parent of McGavren-Guild and three broadcast properties (BROADCASTING, Aug. 21).

KAAR(TV) sale approved for \$1.1 million to Bass

Approval of sale of KAAR(TV) (ch. 39) San Diego to Bass Brothers Enterprises Inc. for \$1.1 million was announced by FCC Friday (Sept. 1).

Independent UHF went on air Nov. 14, 1965. It has 11.7 kw visual power with tower 1,900 feet above average terrain, 156 feet above ground. Sellers are Lawrence Shushan, Paul Corriere, Town & Country Development Inc.

Bass Brothers is owned by Sid and Edward Bass, each 25%; Robert and Lee Bass trusts, each 25%. Perry R. Bass, father of Robert and Lee, who holds their trusts, is president of Bass

Cooled air turns on TV

Summer reruns may have to go. That's opinion of Mel Goldberg, vice president, planning and research, John Blair & Co., in studying effect of air conditioning on summer viewing habits.

"We believe that summer television viewing remains high where the home has air conditioning," he says, and contends that broadcasters need to re-evaluate summer programming to "capture and even enlarge the summer TV audiences."

Blair is conducting survey among its stations to determine household air-conditioner penetration in various markets.

Brothers. He is also 51.58% owner of Bass Broadcasting, licensee of KFDA-TV Amarillo, Tex.; KFDW-TV Clovis, N. M., and KFDO-TV Sayre, Okla. Bass Brothers owns 25% of Bass Broadcasting.

Benvenuti-Griffith fight goes to ABC-TV for taping

Madison Square Garden has sold exclusive TV rights of world middleweight championship fight between champion Nino Benvenuti and challenger Emil Griffith to ABC-TV, which plans to tape Sept. 28 event for ABC's *Wide World of Sports* series (Sept. 30, 5-6:30 p.m., EDT). ABC's Howard Cosell will handle commentary from New York's Shea Stadium site now under lease by MSG from city.

In other deals, MSG has completed negotiations on three-year contract with WOR-TV New York for total of 45 regular-season games played by New York Rangers of National Hockey League and New York Knickerbockers of National Basketball Association. In radio, MSG earlier this month closed similar three-year deal with WHN New York.

Fair city

Milwaukee Mayor Henry W. Maier says he's investigating network TV coverage of his city's racial strife. He promises to complain to FCC if he finds country gained "negative image" of Milwaukee through unbalanced coverage.

Mayor cited preliminary report of Milwaukee Community Relations Commission that national TV ignored city's positive efforts on race relations. He said local television and radio, and wire services had been "fairly depicting situation."

Waiting for NABET strike call is real cliff hanger

Negotiating team for National Association of Broadcast Employees and Technicians was still studying Friday afternoon (Sept. 1) 140-page proposal for new contract submitted to them late Thursday by ABC and NBC (see page 56).

Network offer was given to union in Miami Beach, where negotiations were being held, several hours before extended contract expired Thursday midnight. It was believed negotiations would be resumed over weekend but

union leaders warned they were armed with strike authorization and could call walkout at any time.

Union is seeking substantial increases in wages; 40-hour work week with paid lunch hour within that time period; improved working conditions and overhaul of grievance machinery.

Shirley Temple movies raise spectre of 315

Television stations serving 11th congressional district in California have been put on notice that they will get demand for equal time if they show old Shirley Temple movies.

Warning was issued by Robert H. Barry, one of Shirley Temple Black's nine opponents in special election to fill House of Representatives seat left vacant by death of J. Arthur Younger.

Mr. Barry, who like 39-year-old former child star is Republican, is former House member from New York. He now lives in Woodside, in central California.

Mr. Barry's warning to area stations recalled fact that California stations faced similar danger of equal-time demands during campaigns of actors George Murphy, for senate in 1964, and Ronald Reagan, for governor last year.

Commission has never ruled on

Hawaii alloted 18 UHF's

FCC has assigned for first time UHF channels to Hawaii—total of 18, eight of which will be reserved for educational use. Channel assignments were made to four largest cities on four islands and will provide state-wide UHF coverage. Though number of assignments exceeds minimum UHF goals for continental U. S., commission justified its action because of unique ethnic composition of Hawaii and because use does not deprive other places of needed facilities.

Assignments, with asterisks indicating ETV assignments, are as follows: Hilo, Hawaii—ch. 14, 20, 26, *32 and *38; Honolulu—ch. 14, 20, 26, 32, *38 and *44; Lihue, Kauai—ch. 15, *21, and *27, and Wailuku, Maui—ch. 15, 21, *27 and *33.