

## Metromedia builds on both coasts

Metromedia Inc., possibly the most restless corporation in the broadcasting business, is on the move again. The multimedia company last week announced plans for construction of an extensive communications center in Hollywood, to be known as Metromedia West. While no projected cost of construction was revealed, industry sources estimated that the new communications complex would require an investment of \$15 million.

Work on the facility is scheduled to begin early next year. According to current plans, it will be finished in 1972. When completed it will house Metromedia Los Angeles stations, KTTV-TV, KLAC and KMET(FM). Also to be located in the complex are Wolper Productions, Metro Radio Sales, Metro TV Sales, Metromail Division western sales offices, and Metro Transit Advertising. Most are now in separate locations. Metromedia's Foster & Kleiser outdoor advertising and Ice Capades operations, however, will continue to operate out of their present separate facilities.

The new construction will be on a seven-and-a-half-acre site on Hollywood's Sunset Boulevard, the current location of KTTV. Primarily the project will consist of six separate structures: a 140,000-square foot three-story building housing KTTV and western executive offices for the corporation; a two-story garage for more than 400 automobiles; a utility building for service and craft shops and set storage; two existing but remodeled sound stages; and a 12-story office tower encompassing at least 150,000 square feet of space. The office

structure may rise even higher, depending on future space requirements.

KLAC and KMET will be based in the office tower, along with Metromail, Metro Radio and Metro TV sales staffs, Metro Transit and Wolper Productions. Over-all construction is divided into two phases. The KTTV facility and the garage and remodeling of the sound stages will be completed first. Then the office tower will be erected.

**Metro East** ■ In a separate but related construction project, Metromedia is remodeling and refacing the facility housing WNEW-TV New York. The eight-story, 140,000-square foot structure on Manhattan's East 67th Street is virtually being torn apart and put back together from the inside out. This work already has started and is scheduled for completion some time next year.

John W. Kluge, chairman of the board and president of Metromedia, will continue to make his headquarters in New York. Metropolitan Broadcasting Television, a division of Metromedia, will operate out of the new communications center. Metromedia currently operates 12 independent AM and FM radio stations in New York, Los Angeles, Philadelphia, Cleveland, Oakland and Baltimore. In addition to KTTV-TV and WNEW-TV, it also operates VHF stations in Washington and Kansas City and is in the process of putting KSAN-TV San Francisco, a UHF station, on the air.

## Two leave WNEW to open consultancy

The formation of a new broadcast consultant company, Graham-Ruttenberg Inc., New York, has been announced by Jerry Graham and Bernard Ruttenberg. Both men resigned from

WNEW New York last week. The firm will concentrate in the areas of stations' programing, news, promotion and public relations.

According to the principals, the firm has signed a major radio and TV [station] operation in the Northeast as its first client. Offices in New York will be at 29 East 61st Street Mr. Graham joined WNEW in 1961 and served as news editor before becoming program director in April 1966. Mr. Ruttenberg, whose background includes public relations for both WNEW and CBS Radio news, rejoined WNEW as director of public relations in June 1966.

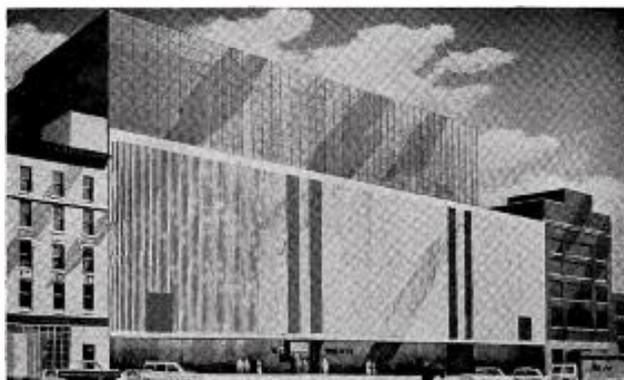
## Lengthy procedures rankle Loevinger

FCC moves to enlarge the issues in a proceeding involving the applications of Newchannels Corp. and Eastern Microwave Inc. to provide CATV service in the Syracuse, N. Y., market have drawn fire from Commissioner Lee Loevinger. The commissioner, in a dissent to an FCC order last week broadening the inquiry to include an issue of concentration of control of mass media, termed the commission's action "less like an even-handed administration of justice or an impartial search for all relevant facts than like a manifestation of institutional bias and myopia."

Newchannels requested a waiver of the CATV rules to permit importation of distant signals to CATV systems in East Syracuse, Camillus, Manlius, Minoa, Liverpool and Fayetteville, all New York, by microwave facilities owned by Eastern Microwave. All the cable systems are located within the grade-A contour of the Syracuse sta-



Metromedia West facilities will be housed in new \$15-million project including (from l to r): new 12-story office building, remodeled existing sound stages for KTTV-TV Los Angeles and a new KTTV office and studio building. In background right will be new two-level parking garage.



Facilities in the East are not being neglected, however, as Metromedia Telecentre in New York gets a face lifting. Originally built in 1873 as the Central Opera House, WNEW-TV's East 67th Street facilities are being completely rebuilt inside and out to house modern electronic broadcasting equipment.