TV

cultures they knew they would
reluctance, impractical," he said. An NAB survey, he noted, "shows that 60% of all station managers stated that their reluctance to take on controversial sub-
jects on their stations was due to dif-
culties they knew they would encounter under the fairness doctrine."

For his pains, Mr. Wasilewski drew a retort from Frank Orme, executive di-
rector, National Association for Better Broadcasting, that charged the NAB president with sketching the plot for a
TV children's program called "Super Antenna," whose hero was the head of
"a great association of broadcasters."

Mr. Wasilewski attempted no reply to what he termed an ad hominem ar-
gument. Hyman H. Goldin, associate professor of communications at Boston University and a former FCC econo-
ist, was the first to comment after the Orme-Wasilewski exchange. "The last thing I want to do," he declared, "is launch a personal attack on Mr. Wasilewski."

The first paper Wednesday morning was presented by William G. Harley, president, National Association of Ed-
cucational Broadcasters. He and Lincoln Foley, public affairs director of non-
commercial WETA-TV Washington, as-
signed to reply to Mr. Harley's paper, were in basic agreement. Both assailed
the prohibition in the Public Broad-
casting Act passed last year against ed-
torializing by educational stations.

Chairman Staggers had a reply com-
ment on this proposition. He noted that the educational broadcasters had had ample opportunity to oppose such a provision during hearings before his committee last year before the bill was passed. Mr. Harley replied that they had testified that they didn't plan to ed-
torialize but that being prohibited from doing so was more than they had bar-
gained for. Mr. Staggers observed that
without such a section no bill could
have emerged from his committee, but agreed that the matter might some day come up for re-examination.

The final session on Wednesday af-
fternoon featured papers by Jay Crouse,

THE MEDIA

Bids are made for Golden West

But Gene Autry is adamant as Los Angeles
educational group, the Mormon Church, Cox
and Capital Cities all talk purchase

Los Angeles educational television in-
terests are making a run for the acquisi-
tion of channel 55 KTLA(TV) Los An-
geles, and say they are prepared to pay
$25 million for the independent and
convert it to noncommercial operation.
But Gene Autry's Golden West Broad-
casters isn't sure it wants to sell the TV
outlet or the four AM stations it owns, in
spite of overtures and conversations with interested entities.

First word of a possible sale of the
Golden West properties surfaced last
December (BROADCASTING, Dec. 4,
1967), when Mr. Autry stated that
there were no current negotiations with Mutual Broadcasting Corp. terminating
months of intermittent conversations
initiated by Mutual at a reported figure of
$60 million for KTLA and KMPC Los
Angeles; KSRO San Francisco, KEX Port-
land, Ore., and KVI Seattle. Mr. Autry
said at that time that if those responsible for rumors of imminent sales did not desist, legal action would be taken.

Last week the California educational
group announced it had not but was
prepared to negotiate, for a VHF outlet
—presumably channel 5. Unofficially,
it was said that it felt it could raise
$25 million through contributions from
networks and local offices, from the Ford Foundation and from public-
spirited citizens.

No serious negotiations are underway,
Golden West executives said last week.
But, three prospective buyers are eyeing
KTLA—Bonneville International (Mor-
mon Church), whose executive board
is scheduled to meet Friday (March 15)
to make a decision; Capital Cities Broad-
casting, and Community Televi-
sion of Southern California, licensee of
noncommercial, educational KCET(TV)
Los Angeles on channel 28. Capital Cities
reportedly is also interested in
KSRO.

Cox Broadcasting has its eye on the
four radio stations only, reportedly at
about $25 million.

Golden West is principally owned by
Gene Autry; his associates are Rob-
ert O. Reynolds, owning nearly 30%,
and Loyd C. Sigmion, who recently be-
came executive vice president for financ-
ing and planning after relinquishing
the general management of the broadcast
properties, holding approximately 4%.
Golden West also owns the California