

'NSF' puts educators out of KTLA purchase

Educational TV interests failed last week in attempt to buy KTLA(TV) Los Angeles, channel-5 independent owned by Gene Autry's Golden West Broadcasters. Spokesman for Golden West said educators had been unable to raise enough money to acquire and operate station. Spokesman for educational group, which now operates noncommercial KCET(TV) Los Angeles on channel 28, said it would continue to seek a VHF station in Los Angeles.

Educational group originally counted on raising \$25 million to buy KTLA (BROADCASTING, March 11). Word last week was that some \$20 million had been pledged from several sources including Ford Foundation and operators of five of six other VHF's in market. Only V owner that had made no pledge was said to be NBC.

Talks between educators and Golden West broke off after meeting last Thursday of principals, including Mr. Autry and John W. Luhring, president of Community TV of Southern California, licensee of KCET. In statement issued next day Golden West said: "Mr. Luhring conceded that he had not been able to raise sufficient money to buy and operate KTLA. It was mutually agreed that because of widespread rumors in the Los Angeles area that KTLA would be sold to the educators all discussions should be terminated."

Spokesman for Community TV said: "As active fund raising continues, we

intend to pursue our paramount objective of acquiring a VHF station."

Meanwhile, group-broadcaster Bonneville International (Mormon church) which had been among commercial interests that looked at KTLA dropped out of contention. Spokesman said Bonneville board had considered purchase but had taken no action.

Other commercial groups reportedly were still interested in parts of Golden West portfolio which also includes radio stations in Los Angeles, San Francisco, Seattle and Portland, Ore. Among those with eye on KTLA(TV) was said to be WGN Continental Broadcasting, based in Chicago.

KNBC(TV) opens all-news segment in mid-April

KNBC(TV) Los Angeles will go all-news for two-and-half hour period in late afternoon and early evening starting April 15, NBC-owned station will announce today (March 25).

Format will be called "KNBC News Service" and will include continual updating of news with three weather reports, five sports reports and many traffic bulletins. There'll be no anchorman as such but instead rotating newsmen. Part of service will be *Huntley-Brinkley Report*, which will be moved from 7 p.m. to 6 p.m., throwing local news against Walter Cronkite on KNXT (TV).

Lead-in to expanded news service will be recently acquired *Mike Douglas Show*, which will go in 3:30-5 p.m. slot, followed by news from 5-7:30 p.m.

San Bernardino CATV

H&B American Corp., Beverly Hills, Calif., major operator of cable antenna television systems across country, has bought 70% interest in TV Receptors and 81% interest in Mountain Cable Inc., both constructing systems in San Bernardino area of California.

Two systems, reportedly costing \$3 million to build, have potential of 20,000 subscribers.

Back to CBS

KxLY Spokane has signed affiliation agreement with CBS Radio, effective April 1, 1968. Owned by Morgan Murphy, under corporate name Spokane Radio Inc., KxLY operates fulltime on 920 kc with 5 kw. Wayne F. McNulty is VP and general manager. Station was CBS affiliate from 1929 to 1961, when it became independent.

Reinsch forecasts a banner year for CBC

First quarter 1968 earnings probably won't come up to last year's period—but, said J. Leonard Reinsch, president of Cox Broadcasting, at stockholders meeting in Atlanta Friday (March 22): company can expect to have another record year based on view that down trend of second half 1967 "appears to have bottomed-out in January."

Mr. Reinsch said first quarter 1967 net earnings were over \$1.5 million, and while Cox may not reach it this quarter, stations note "upswing" in automotive advertising and new product introduction, with momentum gathering in February and March. He said Cox, group owner with interests in cable TV, publishing and TV production, is giving "priority" to addition of three major market radio stations to holdings. Cox has four AM and FM stations, five TV's.

Cox now considers itself to be third largest CATV operator in U. S., Mr. Reinsch said, predicting continued expansion in this area as well as in publishing. Company also seeks to acquire other companies in continuing growth program and said Walter Schwimmer and Bing Crosby Productions would be combined for efficiencies in program sales and program production.

Directors of CBC, also Friday, declared regular quarterly cash dividend of 12½ cents per share on common stock, payable on April 15 to holders of record on April 2.

Good news for FM due in ABC Chicago report

National Association of FM Broadcasters in Chicago later this week will hear some good news by way of ABC Radio. ABC report, based on RADAR data (see page 26) and being readied for presentation to NAFMB, reportedly shows that FM's seven-day cumulative adult audience is 31 million, or 27% of total adult audience. Study also shows what's been suspected for some time: FM listeners are more affluent, more likely to buy higher priced goods, more likely to make use of "services" such as airlines, credit cards, etc.

Still other ABC findings: Average FM listener has set turned on eight hours 30 minutes per week, and is most likely to be listening between 9 a.m.

Like hole in head

Ernest A. Jones, board chairman of MacManus, John & Adams Inc., lashed out Friday (March 22) at "sudden fashionability of consumer protection."

Speaking to more than 400 members of Rotary Club of Los Angeles, Mr. Jones pointed out that there is mortality rate for new products as high as 90% in some lines. This would suggest consumer's "need of more protection would sometimes appear to match General Custer's need for more Indians," he said. Added Mr. Jones: "We allow people to pick a president, but don't trust them with toothpaste."