Local boy

KRLD-AM-FM Dallas are about to be spun out of $91-million deal that will merge parent *Dallas Times Herald* and KRLD-TV into Times Mirror Co. of Los Angeles (BROADCASTING, Sept. 22). Buyer of radio stations will be John Erik Jonsson, wealthy industrialist, mayor of Dallas since 1964, former chairman, now honorary chairman, of board of Texas Instruments. Price is said to be near $7 million—less than some outside bidders offered for 50 kw, 1080 kc AM and 100 kw, 92.5 mc FM. Sellers opted for sale to hometown business-civic leader. Times Mirror publishes *Los Angeles Times*, has diversified holdings.

Up and down

Ownership authorities, in and out of government are pondering effect, immediate or long-range, of Vice President Spiro Agnew's broadsides against media with particular regard to "one-to-market" rulemaking pending before FCC. In last week's attack upon Washington (D.C.) Post-Newsweek properties, which include WTOP-AM-FM-TV, Vice President disclaimed threat of "dismemberment," but mere mention of it aroused deep concern among newspaper owners.

Although no public statement has come from White House, newspaper owners had been disposed to breathe easier since change in administration last January. Their hopes were boosted even more when stalwart Republicans Dean Burch and Robert Wells were named to FCC last month. With Agnew monopoly generalizations, however, newspaper owners are worried again and reserving judgment.

Closing in

WKY Inc. is considering one last shot to acquire KTVH(TV) Hutchinson, Kan., before sale contract expires on Dec. 31. Seller, Minneapolis Star and Tribune Co., says it won't extend contract, and application is in hearing. WKY's likely ploy: waive its rights and ask commission to grant or deny transfer application without hearing. WKY attorneys began considering that tactic after Ernest Nash, FCC examiner in hearing which was to have started last week, recessed it until Jan. 2—in effect, closing it out. Mr. Nash said that since contract is not to be extended, continuing hearing would be futile; be would not even have initial decision prepared by Dec. 31.

Apart from eagerness to acquire station, for which it is ready to pay $4.4 million, WKY is said to be eager to press case because of language in commission hearing order which WKY feels questions its integrity. Order asked whether WKY would spend money needed to make good its promise to retain KTVH program format.

Getting ready

Network operations chiefs sit down tomorrow (Nov. 25) in New York with Comsat technical officials to work out configuration specifics of domestic satellite system for broadcasters — number and location of earth stations, time-zone transmissions, sites for transmitting and receiving earth stations, and, above all, costs. It's all part of growing feeling that lid on domestic system will be lifted soon, and that Comsat will play big part in establishment and operation.

Reaching out

With at least dozen Japanese manufacturers, mainly in electronics and automobiles as advertising prospects for its U. S. stations, WGN Continental Broadcasting has gone international by establishing office in Tokyo. On recent trip, Ward Quaal, WGN president, appointed Tom Oshidari, veteran advertising-public-relations expert, as Japanese manager with offices in new 40 story World Trade Central Building, being completed in time for Japan's Expo '70. Mr. Oshidari, educated in California, in addition to sales service for WGN stations groups in Chicago, Duluth, Minn., and Denver, also will promote WGN syndicated features.

50-50 or more?

FCC is moving toward decision in four-and-a-half-year-old rulemaking aimed at limiting network ownership of programing. But question remaining is how fast it is moving. All options remain open and no commitments have been made, with commission said to have three choices under consideration.

One choice is original proposal, which would bar networks from owning or controlling more than 50% of their prime-time entertainment programing, from domestic syndication and from acquiring subsidiary rights in independent productions they air. Another is Westinghouse Broadcasting Co. alternative, which would prohibit major-market stations from taking more than three hours of network programing between 7 and 11 p.m. Third is combination of two. In addition, individual commissioners are said to be drafting alternatives of their own. Commission reportedly plans to discuss matter at meeting Dec. 3.

Take-off at last

Profit worries at Hershey Foods Corp. were behind delay in launching of first ad campaign ever. Candy manufacturer declared intentions last February but broke ground in television test market only last week (see page 32). Ogilvy & Mather, Hershey ad agency since March 1, had shown signs of impatience. High prices for cocoa and other ingredients contribute to problems with profit. Rumors were reinforced last week when Hershey announced it would no longer market five-cent chocolate bar.

Indications now are that Hershey will make campaign national in early 1970. Recent marketing agreement with British candy maker, Rowntree-Mackintosh Co. Ltd., effective Jan. 1, 1970, suggests to industry insiders that Hershey will expand use of broadcast. Kit-Kat bar is expected to be first Rowntree product to get push from Hershey. Rowntree - Mackintosh had previous U.S. marketing agreement with Philip Morris, which had tested British candy in spot over last two years.

A story in itself

Most complicated program-development deal for next network-TV season involves hour dramatic show out of The Aubrey Co., independent television and motion-picture production firm run by James T. Aubrey Jr. Before being named president and chief executive officer at Metro-Goldwyn-Mayer, Mr. Aubrey had joined with 20th Century-Fox TV to co-produce projected series about attorney. ABC-TV was interested in project for 1970-71 season. But with Mr. Aubrey moving to rival studio, development of program at 20th Century-Fox was halted. Now it looks as if pilot for series, tentatively titled *Tully*, to star former TV newsman, Alex Dreier, will be produced for ABC-TV at MGM TV. In unique arrangement, 20th Century-Fox TV will own piece of what's now essentially MGM TV project.

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