

munications path between a program source and its audience."

According to the firm's president, a trial program is being prepared in six major markets using 26 channels. Some of the arrangements for systems use are being made with Cypress Communications Corp., Los Angeles, which merged with Harriscop Cable in May, to use some of their systems in the test.

Joint ownership study? No thanks, FCC says

The FCC politely rejected last week a proposal to establish a government-industry task force that would study the commission's newest one-to-a-market proposal.

The joint task force scheme was advanced last month by the Washington law firm of Pierson, Ball & Dowd and 10 broadcast licensees who are skeptical of the assumptions on which the commission based its actions aimed at diversifying media ownership within markets (BROADCASTING, June 15).

The commission's proposal would give present licensees five years to reduce their holdings in given markets to an AM-FM combination, a television station, or a newspaper.

The commission said it was "sincerely interested in all research that bears on the fundamental problems of multiple ownership," but said it was "of the view that it should not jointly sponsor the type of task force you have suggested." However, the commission said it would be agreeable to the petitioning parties conferring with "appropriate members of the commission's staff."

The commission offered to make its staff available "for comment on the proposed methodology and relevancy of any proposed study," but added that in so doing it was "making no commitment on the validity, interpretation or weight to be assigned to any studies or findings."

No further extensions will be granted for any proposed research on the one-to-a-market proposal, the commission said, noting that recently extended deadlines for comments and reply comments in the proceeding are respectively Jan. 15 and Feb. 12, 1971.

All of Nevada joins NAB

Nevada is the first state to have 100% radio and television station membership in the National Association of Broadcasters, NAB President Vincent T. Wasilewski announced last week. The membership drive resulted in 34 stations joining NAB with all of the Donrey Broadcasting outlets becoming NAB members—two TV and three radio outlets in Nevada, plus the group's five properties in Texas and Arkansas.

KRLD-TV finds a new name

KRLD-TV Dallas has changed its 21-year-old call letters to KDFW-TV in conjunction with the \$91-million merger of the Times Herald Printing Co. and Times Mirror Corp., which was completed July 1.

The merger of Times Herald, publisher of the *Dallas Times Herald*, into Times Mirror (*Los Angeles Times*) also included KRLD-AM-FM-TV. The radio stations were spun off for \$6,750,000 to Philip R. and Kenneth A. Jonsson and Mrs. George V. Charlton, sons and daughter of Dallas Mayor John Erik Jonsson (BROADCASTING, May 18).

In a joint statement Otis Chandler, vice chairman of Times Mirror, and James F. Chambers Jr., president and publisher of Times Herald, said that the Dallas newspaper and KDFW-TV—a channel-4 CBS-TV affiliate—will continue as a Texas corporation staffed by the same personnel.

Times Mirror issued 1.8-million convertible preferred shares in exchange for the Texas company. The shares have the annual dividend of 70 cents and are convertible into 1.111 shares each of Times Mirror stock, equivalent to 1,999,800 common shares.

CATV assistance group donates to six on Hill

Four senators and two representatives (two Republicans and four Democrats) have been the beneficiaries of the first outlays by a CATV war-chest group, according to a report on political donations filed with the clerk of the House of Representatives.

The organization is the year-old Political Action Committee for Cable Television, formed and headed by Martin F. Malarkey Jr., a Washington cable-TV consultant, who was the first president and founder of the National Cable TV Association. NCTA has nothing to do with the fund-raising group.

PACCT reported that the following disbursements had been made, and that others had been authorized but not yet issued: Senators Hugh Scott (R-Pa.), \$1,200; Henry M. Jackson (D-Wash.), \$500; Howard W. Cannon (D-Nev.), \$500; Hiram L. Fong (R-Hawaii), \$200; Representatives Robert O. Tierman (D-R.I.), \$500, and Clarence D. Long (D-Md.), \$100.

Senators Scott, Jackson and Cannon are members of the Communications Subcommittee of the Senate Commerce Committee, the arm of the Senate that deals with broadcasting and CATV legislation. Senator Fong is a member

of the Senate Judiciary Committee, which deals with copyright issues, a major concern to the CATV industry. Mr. Tierman is a member of the Communications Subcommittee of the House Commerce Committee, which also deals with broadcast and CATV legislation in that body. Mr. Long is a member of the House Appropriations Committee.

The PACCT report indicated that it had raised almost \$34,000 from 200 CATV supporters. Among those donating the largest sums were Robert Baum, Vikoa Inc., \$2,000, and Robert Beisswenger, Jerrold Corp., \$1,000. Both made their contributions in their own names, but both firms are major manufacturers of CATV equipment as well as leading multiple system owners.

McKinnon fears forfeit in battle with the FCC

A new director of the radio board of the National Association of Broadcasters has sounded a call to his constituents to get busy and see and write their congressman and senator.

He's Don McKinnon, KSON(AM) San Diego, son of former broadcaster, publisher and ex-Congressman Clinton D. McKinnon, who told his 16th NAB district members: "There is a crisis for broadcasters in Washington. We are losing the battle with the FCC and Congress by default."

The reason for this, Mr. McKinnon says, is that hardly any broadcaster is in contact with his legislator.

Referring to the FCC's proposed one-to-a-market rule applying to present owners, Mr. McKinnon said: "Once they have radio, TV and newspapers split up, then insiders say the commission will go after splitting the AM and FM operations. Some people say those persons hidden deep inside the FCC are eventually proposing to have present owners divested of their interests after the above is accomplished."

In his memorandum which went to NAB members and non-members alike in his district, Mr. McKinnon notes also some of the other major problems confronting broadcasters: political time rates, license fees, payment for recording artists. He concluded with a call to join the NAB "to keep informed. . . ." "Support the organization that is working to support you," he said.

Headquarters move

WGN Continental Broadcasting Co., Chicago, has moved West Coast offices from Century City, Calif., to Los Angeles. Included in the move are WGN Televents Inc., CATV subsidiary and WGN Continental Productions Co. New address is Suite 2640, 1900 Avenue of the Stars, Los Angeles 90067. Telephone: (213) 553-6500.