



Time out. The National Association of Broadcasters board of directors met for five days in Washington last week. At the luncheon break during the first meeting of the combined TV and radio boards on June 20: To the left, Vincent T. Wasilewski, president of NAB (l), John A. Hardin, president, Mutual Broadcasting (c), and Mark Evans, Metromedia (r). In the center picture, Eugene S. Cowen, ABC Washington vice president (l); Robert F. Wright,

WTOK-TV Meridian, Miss., who was chosen vice chairman of the TV board (c), and Wilson Wearn, Multimedia Broadcasting Co., Greenville, S.C. (r). And in the right picture (l to r), Sherril Taylor, CBS, New York; Leslie H. Arries Jr., WBEN-TV Buffalo, N.Y.; Peter Storer, Storer Broadcasting, Miami Beach, who was unanimously elected chairman of the TV board, and William D. Shaw, Golden West Broadcasters, San Francisco.

right to vote, although he has been a member of the executive committee with voting rights.

That the executive committee be established as a formal entity, with membership consisting of the joint board chairman, the chairmen and vice chairmen of the TV and the radio boards, the immediate past chairman of the joint board and the president.

These changes must now be submitted to the membership for acceptance. Upon majority acceptance, they become effective.

Harold R. Krelstein, Plough Stations, Memphis, was chairman of the bylaws committee.

Recommendations made by the goals and directions committee, also accepted in total by the joint board, were:

That the president maintain a closer and more regular relationship with key legislators; that job descriptions be written up for all NAB employees and that their work be evaluated periodically with reports submitted to the board; that the executive committee act in concert with the president on personnel matters; that the association's government-relations and legal departments more critically judge causes in which NAB becomes involved, with the implication that too frequently the association has backed lost causes or those that are obviously hopeless.

And that during the annual convention there be a one-hour question-and-answer period with the president and executive staff members present; that the mini-conferences that were begun on a test basis two years ago be made permanent and that they include both TV and radio broadcasters; that each committee be assigned a board member for liaison and a staff member for administrative coordination; that a government-relations staff member be assigned to the principal meetings of state associations, as well as to regional meetings with congressmen and senators.

And that an expert on advertising be hired by the association; that there be no separation of TV and radio within the

association; that the association poll its members directly to determine priorities on problems and solutions desired; that an incentive compensation plan for station-relations field men be explored; that a special staff member be designated to serve secondary-market stations, one for TV and one for radio.

And that broadcast issues be publicized on the air and over the networks, with better utilization of the broadcast media as a tool of public relations; that a study be made of satellite communications and the possibility of satellite-to-home transmissions.

Chairman of the goals and directions committee was Richard D. Dudley, Forward Communications Corp., Wausau, Wis.

Metromedia gets its fifth VHF

FCC waives top-50-market and three-year rules in granting sale of WTCN-TV Minneapolis

By a single-vote majority, the FCC last week approved the \$18-million transfer of WTCN-TV (ch. 11) Minneapolis from Chris Craft Industries to group owner Metromedia Inc.

The commission's vote was 3 to 2, with Commissioner Robert T. Bartley, a consistent foe of broadcast acquisitions by multiple owners, dissenting and Commissioner Nicholas Johnson dissenting and issuing a statement. Chairman Dean Burch and fellow Republicans Charlotte Reid and Robert E. Lee provided the leverage; Commissioner Richard Wiley did not participate and Commissioner H. Rex Lee was absent.

In approving the WTCN-TV sale, the commission majority dealt with several extraordinary conditions. One was the agency's top-50 market policy, by which companies already owning three television stations (or two VHF's) in the nation's 50 largest markets must make a "com-

selling public-interest showing" before they may purchase another TV property in those markets. The commission found that Metromedia had satisfied this requirement. Noting that the firm already owns four major-market outlets (WNEW-TV New York, KTTV[TV] Los Angeles, WTTG[TV] Washington, and KMBC-TV Kansas City, Mo.), all of them V's, the commission said that the firm's record as the operator of successful independent stations, coupled with its ambitious programming plans for WTCN-TV promised increased diversity of media in Minneapolis.

The commission also noted that the sale was subject to the three-year holding rule because Metromedia's sale application was filed less than three years after WTCN-TV received a construction permit for a major facilities change. Under the three-year rule, holders of construction permits for major changes in existing stations must retain ownership of the affected facility for three years, or until program test authority is granted. Noting that Metromedia had claimed that test authority would have been granted prior to the filing of the sale application had WTCN-TV's antenna tower not collapsed in September 1971 (BROADCASTING, Sept. 13, 1971), the commission waived the technical requirements of the three-year rule in this case.

In a related but separate action, the commission also instructed two mutual funds, Keystone Custodian Funds Inc., Boston, and College Retirement Equities Fund, New York—both of which hold an undisclosed amount of Metromedia stock—to make necessary divestitures in their broadcast holdings in order to comply with a provision of the FCC's 1968 multiple ownership rules limiting mutual funds to a 3% benchmark in ownership of broadcast licensees.

In his dissenting statement, Commissioner Johnson charged the majority with "rushing through" the WTCN-TV case in order to appease private parties complaining that the commission has taken too long in acting on Metromedia's sale ap-