

At Deadline

Johnson family sells Austin TV

Times-Mirror gets another station in Texas with KTBC-TV; deal was prompted by cable crossownership

KTBC-TV Austin, Tex., principally owned by wife and daughters of former President Lyndon B. Johnson, was sold Friday to Times Mirror Co., Los Angeles, for between \$8 million and \$9 million. Sale is subject to FCC approval. Johnson family will retain KTBC-AM-FM and other Texas Broadcasting Co. interests, which include 50% of Capital Cable Co., serving Austin.

Mrs. Claudia T. Johnson, former President Johnson's wife and herself 53% owner of Texas Broadcasting, said she and her family had elected to sell TV station because of FCC's mandate requiring divestiture of jointly held TV-station and cable properties in same market by August 1973.

Times Mirror moved into Texas three years ago with acquisition of KRLD-TV Dallas, along with *Dallas Times Herald*. Call letters were changed to KDFW. Times-Mirror, which runs *Los Angeles Times*, is diversified company.

KTBC-TV began operation in 1952. J. C. Kellam, president and general manager and minority stock holder, and Tom Johnson, former press secretary to President Johnson and executive vice president of station, are expected to stay with KTBC-TV.

Texas Broadcasting owns 50% of KBTX-TV Bryan, Tex.; 75% of KNAL(AM) Victoria, Tex., and 23% of KXII-TV Ardmore, Okla., and of KLFY-TV Lafayette, La.

MNA's make it CBS

It was CBS, ABC and NBC in that order—but by only one-tenth of rating point in each case—in Nielsen 70-market multinetwork-area ratings on head-to-head TV coverage of Republican national convention last month (BROADCASTING, Aug. 28). MNA figures, out Friday (Sept. 1) showed that in periods of three-network common coverage, totaling seven hours, CBS has 9.3 rating and 34 share, ABC 9.2 rating and 33 share, NBC 9.1 rating and also 33 share. ABC's abbreviated coverage help it into lead in averages reflecting each network's total coverage, however. Its 9.2 average rating for seven hours was followed by 7.0 for CBS's 19 hours of convention coverage and 6.7 for NBC's 18.25 hours.

Rescue mission

KFTY(TV) Santa Rosa, Calif., UHF which two weeks ago blamed FCC inaction for refusal of cable systems in its

area to carry station's signal (BROADCASTING, Aug. 28), got fast relief last week. Commission's Cable Television Bureau granted 10 cable systems in Santa Rosa area waiver of filing requirements for certificates of compliance. Bureau told systems, owned by Viacom Communications and Cablecom General Inc., that they could commence carriage of KFTY now and ask for compliance certificate later—30 days later, to be precise. Storer Cable TV Inc., which operates 10 more systems in KFTY service area, was given like authorization week earlier.

Getting on cables was described as life-or-death matter for KFTY. Most homes in its area are wired and without antennas that can get station off air. Station started operating Aug. 19.

Everybody's in the act as stations in D.C., surrounding states come up for license renewal

Friday (Sept. 1) was deadline for filing petitions to deny license-renewal applications in District of Columbia, Maryland, Virginia and West Virginia, and challenging citizen groups responded in force. Hardest hit area was District of Columbia, where all four VHF stations and several radio facilities were attacked. Stations in Baltimore and Richmond, Va., did not escape unscathed, however.

Challenge to four Washington VHF's was filed by group of influential suburbanites, representing Maryland counties of Montgomery and Prince Georges. They said stations' attention to needs of those areas is so inadequate that commission should either take steps to correct situation or deny license renewals.

Group, calling itself Aligned Citizens United for Television Equality (ACUTE), said stations' obligation to serve entire metropolitan area cannot be met by focusing on city alone, because suburbs are no longer just "bedroom communities." Said ACUTE, "What were essentially rural communities have developed into a highly urbanized society whose people have different needs, problems and interests from the residents of the so-called central city of Washington, D.C."

ACUTE monitored WRC-TV (ch. 4) and found only 3.2% of its local news devoted to Maryland events; it also said WTTG(TV) (ch. 5) averaged less than two minutes of Maryland coverage on its nightly hour-long news broadcast. Evaluation of WMAL-TV (ch. 7) and WTOP-TV (ch. 9) showed similar inadequacies, it said.

Organization is composed of area civic and political leaders; its chairman is Newton I. Steers Jr., state senator from Montgomery county.

Group of Washington petitioners, op-

erating as "Communications Coalition" but also representing several existing organizations, took aim at no less than 14 area television and radio stations. They charged stations with discrimination and said commission should either take steps to correct it or deny renewals.

Cited in petition were WRC-AM-TV, WTTG(TV), WMAL-AM-FM-TV, WTOP-AM-TV, WDCA-TV, WETA-FM-TV, WWDC-AM-FM, WASH(FM), and WGAY(FM). Among opponents were representatives of Washington Urban Coalition and Urban League, and Black Efforts for Soul in Television. Petition was prepared by Albert H. Kramer of Citizens Communications Center.

Coalition said it would not ask that stations approach racial composition of Washington itself, which is 71% black, but it said stations ought to at least match market percentage of 25%. Not only do 14 stations fail to do so, coalition said, but they have failed to initiate strong affirmative action programs as required by law.

WRC-TV, NBC-owned facility, was hardest hit by last week's round of filings. In addition to challenges launched against it on Friday, station was object of petition filed day before by 10 women's groups (see page 22).

Stations in Baltimore, 50 miles to north, fared much better. Only one petition to deny was filed against station in that city, WMAR-TV (ch. 2). Petitioner, Citizens Concerned About Communications, accused station of "completely overlooking" particular needs of Baltimore blacks, who make up 48% of that city's population. WMAR-TV, petitioners contended, did not adequately ascertain needs of black community, failed to dedicate "more than an insignificant portion" of its programming to "issues of particular significance" to blacks, and discriminated in employment against members of that race. In addition, they claimed, station did not "convey consistently authentic ideas about the particular heritage, tradition, beliefs, lifestyle and other elements of the black experience."

In another filing, 17 of 24 broadcast stations in Richmond, Va., were hit by petition aimed at halting alleged employment discrimination. Petition was similar in nature to brief filed against 14 Washington-area media. It was filed by six citizen groups, including Richmond chapter of National Association for the Advancement of Colored People. Petitioners asked commission to act immediately in establishing inquiry to determine cause and effect of alleged "marketwide discrimination" in Richmond, city which is 42% black. They claimed that only 11 of 17 challenged stations' 356 total employees are black, that four of those stations have no black employees at all, and