

the street or via phone. 54.2% said they would pay a \$2 fee to view, without commercials, feature films less than two years old; 64.4% said they would pay for the monthly telecast of a film older than two years, and 55.3% disclosed a willingness to pay for certain blacked-out sports events.

Blonder-Tongue previews its delivery system at the NAB convention

Broadcasters who hate, fear or merely distrust pay TV, as well as any who are more favorably disposed toward it, can get a first-hand look at it in operation at next week's National Association of Broadcasters convention in Washington.

Officials of Blonder-Tongue Laboratories Inc., Old Bridge, N.J., manufacturer of TV antennas and cable-TV equipment, whose over-the-air pay-TV system was the first to get FCC approval back in July 1971, said they would present live demonstrations at the Blonder-Tongue exhibit booth in the Shoreham Hotel.

They said actual production units of the system's encoder and decoder would be used in transmitting scrambled pictures from the exhibit booth and receiving and reconstructing them at a nearby location.

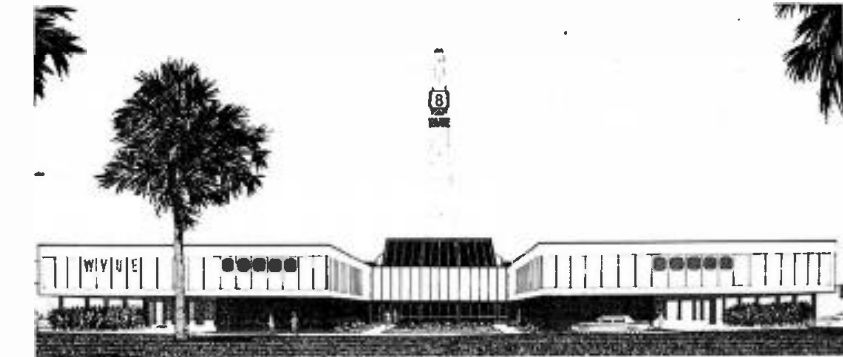
Officials said last week they expect to put their system on the air early in 1974 on ch. 68 WWRO(TV) Newark, N.J., which they said would also serve the New York area. They acquired the permit for WWRO, not yet in operation, from the Walter Reade Organization, and also received FCC authority last July to use it in subscription-TV operations (BROADCASTING, July 31, 1972). They had told the FCC in their initial application it would take about two years from the date of commission approval to make the system operations, offering a blend of plays, variety specials, movies and sports (BROADCASTING, March 6, 1972).

Blonder-Tongue sources said last week that pricing for the system had not yet been established.

Storer to pay \$12 million for San Diego UHF

KCST, slated to join ABC in June, will give purchaser seven TV's the maximum permitted by FCC

KCST(TV) (ch. 39), the San Diego UHF that persuaded the FCC to terminate ABC-TV's long-standing affiliation with XETV(TV), a VHF in nearby Tijuana, Mexico, will be purchased by Storer Broadcasting Co., it was announced last week. The \$12-million purchase of what was a struggling independent—until the commission stepped in and cleared the way for an ABC affiliation—will enable Storer to achieve a full complement of seven TV properties—the maximum per-



New home. Pictured above is an artist's conception of the new studios of WVUE(TV) (ch. 8) New Orleans, now under construction. The structure, which is due for completion this fall, will replace the Screen Gems station's eight-year-old facilities on Cleveland Avenue. In anticipation of the project, the station acquired two adjoining buildings at 1021-25 Jefferson Davis Parkway and is now in the process of converting them into a single structure. The venture, which a station official said will cost about \$3.5 million, involves the joining of the two existing structures to form a U-shaped building and the additional construction of wings in the rear to house two production studios. The building will also be given an entirely new facade covered with glass panels. When completed, the structure will have a total of 52,000 square feet of usable space.

mitted under FCC rules. Currently, no broadcaster can make that claim.

The transaction, subject to the commission's approval as well as that of the boards of directors of the selling and buying firms, involves the acquisition by Storer of 100% of the stock of Western Telecasters Inc., the KCST licensee. Western is a wholly owned subsidiary of Bass Brothers Enterprises, a San Diego-based group broadcaster which also owns KFDT-TV Amarillo, KAUZ-TV Wichita Falls and KDNT-AM-FM Denton, all Texas; KFDW-TV Clovis, N.M.; KFDC-TV Sayre, Okla., and WSLC-AM-FM Roanoke, Va.

Miami-based Storer, a publicly owned corporation headed by George B. Storer, its board chairman, is currently the licensee of five VHF and one UHF television stations. The V's are WAGA-TV Atlanta, WJBK-TV Detroit, WITI-TV Milwaukee, WJW-TV Cleveland, and WSPD-TV Toledo, Ohio. The UHF is WSBK-TV (ch. 38) Boston. The FCC's multiple-ownership rules specify that a single entity may own no more than seven TV's of which five may be V's. Storer also owns WJW(AM) Cleveland, KGBS-AM-FM Los Angeles, WGBS(AM) Miami, and WHN(AM) New York. It is selling WDEE(AM) Detroit to Globetrotter Communications for \$4.2 million (BROADCASTING, Dec. 18, 1972).

The commission's refusal last June to renew the special authorization which had for 16 years permitted ABC-TV to deliver its programming to the Tijuana VHF culminated several years of litigation inspired by KCST (BROADCASTING, June 5, 1972). Western put KCST on the air in 1968 but quickly found the competition of three network-affiliated VHF's a virtually insurmountable obstacle in the geographically isolated San Diego market. Its objection to the ABC-XETV affiliation was based on an argument that the Mexican station's local programming was inferior and that San Diego residents would benefit more from a domestic affiliation. The commission's decision

against ABC-XETV was upheld by the U.S. Court of Appeals in Washington. Under an agreement approved by the commission two weeks ago, ABC's daytime programming will switch over from XETV to KCST on June 1 and all other programming on July 1 (BROADCASTING, March 12).

KCST operates with 724 kw visual, 144 kw aural and an antenna 1,900 feet above average terrain.

Networks, claiming AT&T overcharges, want major rebates

Beyond that, they say proposals for reductions aren't low enough

The three major television networks made it clear last week they are dissatisfied with AT&T's plans to reduce their program-transmission costs. The networks feel the cuts should be deeper; they also said they are entitled to some \$14 million in refunds annually since the present rates went into effect, in October 1969.

AT&T and Hughes Sports Network Inc. expressed views conflicting in various ways with the networks' and with each other's. The positions were expressed in proposed findings of fact and conclusions of law that were filed in the FCC's ongoing, over-all investigation of AT&T rates. A proceeding dealing with the 1969 program-transmission tariffs is a part of the inquiry.

The networks, which claim the 1969 tariff resulted in rates that caused them, as users of monthly contract services, to subsidize occasional users, contend that the evidence in the record demonstrates they have been overcharged \$14 million annually—and they want it back. An accounting order issued by the commission when the tariffs went into effect provides for refunds if the tariffs are