

Atlanta broadcaster buys baseball's Braves

Turner spends upwards of \$10 million to acquire NL team

Turner Communications Corp., an Atlanta-based group broadcaster and outdoor advertising firm, has purchased the Atlanta Braves baseball team for a price reportedly in the neighborhood of \$10-12 million. Neither Turner Communications (R.E. [Ted] Turner, 85%) nor the selling Atlanta/LaSalle Corp. would disclose the price, but they did say that it would be paid out on an installment basis.

Under the agreement, Mr. Turner, a 37-year old communications executive and renowned yachtsman, will become president and chief operating officer of the National League club. He currently serves as chairman and president of Turner Communications, licensee of WTCG(TV) Atlanta, WRET-TV Charlotte, N.C., and WGOW(AM)-WYNO(FM) Chattanooga. According to a Turner company spokesman, Mr. Turner recently has been increasing his interest in the publicly held firm. The agreement also calls for Bill Bartholomay, current Braves chairman, to remain in that post, and, along with outgoing president Dan Donahue, to continue as a director of the Braves. Their company, Chicago-based Atlanta/LaSalle, also publicly traded, has additional interests in wholesale sporting goods distribution and small business investment.

This coming baseball season would have meant the fourth year of a five-year contract giving WTCG television rights to the Braves. Turner Communications claims to have set up the country's largest regional baseball TV network with 29 affiliates.

The purchase, subject to National League approval, marks the entrance of another communications group into the major league market, following the departure of two others: CBS's sale of the New York Yankees baseball club in 1973 and more recently Storer Broadcasting Co.'s sale of the Boston Bruins hockey team (BROADCASTING, Sept. 1). Other broadcasters with baseball interests are Golden West Broadcasters (Gene Autry, president and chairman), with the California Angels, and John E. Fetzer of the Michigan-based Fetzer group, with the Detroit Tigers. Nick J. Mileti, principal in Ohio Communications, has separate interests in the Cleveland Indians, as well as the Cleveland Crusaders hockey and Cleveland Cavaliers basketball clubs.

FCC to take closer look at WRC-TV EEO efforts

The FCC is going to take another look at employment practices at NBC-owned WRC-TV Washington. Last spring, the commission denied conditionally a petition to deny the station's renewal filed by the National Organization for Women and alleg-

ing sexual discrimination in hiring and promotion. The FCC deferred action on that petition until similar charges before the Equal Employment Opportunity Commission were resolved. NOW took that action to court. Since then, the EEOC has notified the commission that talks with WRC-TV were at an impasse, and the commission has now asked the court to remand the case. The FCC says that new employment information supplied by WRC-TV is not conclusive and that further investigation by the Broadcast Bureau is necessary.

UCC says hiring of minorities isn't keeping pace with growth of workforce

Church of Christ report does say that women did better, however

The Office of Communication of the United Church of Christ reported last week that the hiring of blacks and other minorities by TV stations in 1975 fell off from previous years although workforces increased generally.

The fourth annual report issued by the church group said commercial TV stations added 730 new full-time jobs between 1974 and 1975, a 2% increase, but the proportion of minority employees crept up from 12.4% to 12.7%.

Women fared better than the minorities, according to the report. They have risen from 22% of the television station workforce in 1971 to 25% in 1975. Women employment rose by 1% in 1975 over 1974.

The study is titled "Television Station Employment Practices, 1975: the Status of Minorities and Women" and is based on the official annual employment reports filed with the FCC by 639 commercial and 145 noncommercial TV stations.

The report said these stations had 42,320 employees in 1975, a jump of 9% since 1971 and of 2% in the past year. It pointed out that most new jobs are upper-level positions—officials and managers, professionals, technicians and sales workers. In contrast, jobs for clerical and service employees have declined.

Dr. Ralph M. Jennings, associate director, and Veronica M. Jefferson, field director of the Office of Communication, who conducted the study, said that minority and women employees may be receiving paper promotion at some stations to make employment practices seem better than they are when annual reports are made to the FCC.

"Minority persons made substantial gains in 1972 and 1973, rising from 8.3% of the commercial television work force in 1971 to 11.5% in 1973," the study stated. "The gain between 1972 and 1973 was two percentage points, from 10% to 12% of the workforce. A falloff began in 1974 when the gain was nine-tenths of one percentage point, and accelerated in 1975."

The people's choice: TV is voted best advertising medium

TVB-commissioned survey finds adults favoring television by far as the most influential

By a margin of about eight to two, adults consider television the most influential advertising medium. By other overwhelming margins they also consider its advertising the most authoritative, most up-to-date and most exciting.

These results were announced by the Television Bureau of Advertising, based on a poll conducted for it among a national sample of 2,565 adults by R. H. Bruskin Associates, independent research organization. The results, according to TVB, jibed closely with those in 1970 when people were asked the same questions.

"The television figures then and now are very enlightening since most retailers' advertising is placed in newspapers but most retailers' customers' confidence rests in television," TVB President Roger D. Rice said in releasing the latest results. "This overwhelming vote for TV is reflected by stepped-up retailer use of the medium in 1975 and promises even greater activity in 1976."

TVB said 82% of those polled called TV the most influential advertising medium as compared with 11% who named newspapers, 2% radio and 1% magazines (the rest didn't answer or had no opinion). As to which medium was most authoritative, TVB said, 50% voted for TV, 26% for newspapers, 5% for radio and 9% for magazines. On most up-to-date it was 58% for TV, 23% for newspapers, 8% for radio and 3% for magazines, while the vote for most exciting advertising went 80% to TV, 3% each to radio and newspapers and 4% to magazines.

TVB said that on the question of honesty in advertising, no medium held a dominant position.

TVB does the co-op hop

Thirty-two executives from retailers, manufacturers, distributors and chain-stores will participate in the Television Bureau of Advertising's eight-city regional sales seminar, starting Wednesday (Jan. 14) and ending on Feb. 10. The seminars will be held in Boston on Jan. 14; Dallas, Jan. 20; Atlanta, Jan. 22; Detroit, Jan. 27; Cincinnati, Jan. 29; San Francisco, Feb. 3; Los Angeles, Feb. 5 and Kansas City, Feb. 10. Each session will present four speakers from nearby areas on topics including new trends in co-op advertising and the tailoring of commercials for specific retailers. Officials of TVB will outline plans for generating more TV co-op dollars and issue a report on ways to direct more retail