

Media Briefs

Metromedia into basketball. Metromedia has acquired Harlem Globetrotters basketball teams and certain merchandising activities from Globetrotter Communications, Chicago, for cash price of about \$11 million. Agreement in principle was announced last month (BROADCASTING April 5). GCI is retaining ownership of radio stations.

Anti-discrimination grant. Ford Foundation has made \$50,000 grant to Office of Communication of United Church of Christ, New York. Money is for program begun in 1968 to combat discrimination in broadcasting. Directed by Rev. Dr. Everett Parker, agency assesses program content and employment practices of local radio and television stations.

Motive? In follow-up on death of WOL(AM) Washington air personality R. (Soul Papa) Campbell (BROADCASTING, May 10),

WTOP-TV Washington correspondent Mike Buchanan reported police have information that Mr. Campbell was to testify at upcoming New Jersey grand jury investigation into payola. FBI is investigating lead, according to Mr. Buchanan, who said his information came from reliable source in Maryland police department handling case. FBI had no comment; police would not substantiate report, claimed no motive has been established.

Joins ABC-TV. KXLY-TV Spokane, Wash., has become primary affiliate of ABC-TV. Station is owned by Morgan Murphy Co. whose other ABC-TV affiliated stations are: KTHI-TV Fargo, N.D., KAPP(TV) Yakima, Wash. and KVEW(TV) Kennewick, Wash. KXLY-TV had been dropped by CBS-TV for clearance reasons in favor of KREM-TV.

Interconnection gift. John E. Fetzer, group broadcast owner, has provided \$25,000 grant to Nebraska Educational Television Network. Gift will cover one-time investment required for NETN to participate in proposed public television satellite net-

work. Mr. Fetzer originally gave KUON-TV Lincoln, key station of nine-station Nebraska network, to University of Nebraska; Fetzer Foundation later donated equipment valued at \$135,000.

His own boss. H. Roger Gardner, formerly with Hamilton-Landis & Associates, Washington, has formed own media brokerage firm there, H.R. Gardner & Associates. 1725 K Street, N.W., No. 1009; (202) 296-7134.

Montgomery, Savannah stations say it isn't so

Two Montgomery, Ala., stations have asked the FCC to turn down petitions to deny their renewals, saying the complaints lack specificity.

The Montgomery chapter of the National Organization for Women charged WKAB-TV and WHYY(AM) with failing to ascertain and program to the needs of the community and with discriminating against blacks and women (BROADCASTING, March 8). WKAB-TV replied that its programing exceeded its promises for the license period and said NOW never expressed any dissatisfaction with programing during the license period. WHYY argued much the same way, saying its programing was "substantially as proposed" and no question was raised, it said, "which would require explanation at a hearing or even serious concern."

Another station replying to a petition to deny was WVAN-TV Savannah, Ga. The Savannah chapter of the National Association for the Advancement of Colored People had charged the station with not programing to the needs of blacks and the people of Savannah in general, and not controlling its own employment policy since hiring is handled through the merit system of the State of Georgia. The station replied that it had carried a "significant amount of programing designed to serve the needs of the black community," and said the petition failed to identify a single problem or need "the station did not deal with." The criticism of the merit system was unfounded, it said, because the final decision in employment matters is left to the agency involved—in this case, the station. Claims that the station has a poor record of hiring women and blacks are also untrue, the station said, as there have been no vacancies since 1970.

WBAL-TV wins renewal

WBAL-TV Baltimore has been granted license renewal by the FCC, which refused the Urban Advisory Communications Council of Baltimore's petition to deny. It said UACCB's claims of discrimination did not raise any substantial or material questions and that the station's employment profile indicated it was well within the zone of reasonableness and that "there has been no pattern of discriminatory layoffs."



Bandwagon. WTMJ-TV Milwaukee's promotional efforts have hit the road. A fleet of 11 city buses bearing the station's new logo and Bicentennial theme are now on the streets. Standing in front of one bus when it was introduced to the public April 23 are (l to r) Michael McCormick, WTMJ Inc. president; John Doyne, Milwaukee county executive, and Dave Eastman, chief garage foreman of the Milwaukee Transport Co. The promotion—which had to meet the approval of the Milwaukee County Transport Board—also includes interior advertising space. Yearly advertising costs run \$615 per bus.



New home. KCST-TV. Storer Broadcasting Co.'s San Diego UHF station now operates out of a newly-completed 30,000-square-foot broadcast center. At reconstruction and remodeling costs of more than \$850,000, Storer added an additional 8,000 square feet and revamped the entire interior of the building which once had been used as a ballpoint pen factory. Kcst-tv is an ABC affiliate.