

AT DEADLINE CONTINUED

dential and vice presidential candidates, during this election. Suspension has passed Senate, awaits action in House.

Mr. Nixon proposed debates without prepared text or notes. Mr. Kennedy reportedly agreed.

KMA ruling ordered

FCC instructed staff July 29 to prepare opinion for renewal of license of KMA Shenandoah, Iowa. Renewal had been questioned because of overlap between KMA and KFAB Omaha, which is 48.86% owned by KMA licensee, May Broadcasting Co. Oral argument was held Thursday on application for renewal (see page 91).

Gay enters tv

Station sale announced Friday, subject to FCC approval:

■ KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri: Sold by Jesse D. Fine and associates to country music impresario Connie B. Gay for \$1,850,000. This is Mr. Gay's first tv purchase; he owns WQMR Silver Spring, Md. (Washington, D.C.); WGAY (FM) Washington, D.C.; WTCR Ashland, Ky. (Huntington, W.Va.), and WFTC Kinston, N.C., and in last six months has sold KITE San Antonio,

Tex., and WYFE New Orleans, La. Mr. Fine and group bought St. Joseph stations in 1957, paying \$842,000. No changes in personnel contemplated, Mr. Gay said. KFEQ is 5 kw on 680 kc and its tv companion is ch. 2 with CBS primary and ABC secondary affiliation. KLIK is 5 kw daytimer on 850 kc. Broker was Hamilton, Landis & Assoc.

Tv code office opened in New York

NAB Tv Code Review Board opens its new office in New York today (Aug. 1) with temporary quarters in Transcontinent Television Corp. offices at 380 Madison Ave. In charge is Stockton Helffrich, former NBC continuity acceptance director.

"Opening of the tv code office provides for the first time an operating base in New York, the commercial capital of broadcasting," said joint statement by Clair R. McCollough, Steinman Stations, who heads NAB Policy Committee, and E.K. Hartenbower, KOMO-TV Kansas City, tv code board chairman. "The office will be available to agencies, advertisers and broadcasters alike. This is a giant step forward in the television industry's program of self-regulation."

Intervention approved

Private aeronautical interests have been given permission to intervene in WLUK-TV Marinette-Green Bay, Wis., case. FCC announced Friday it had overruled its chief hearing examiner, permitting following to become parties to hearing involving request of WLUK-TV to increase tower height by 330 ft., to 1,000 ft. above ground: Air Transport Assn. of America, Air Line Pilots Assn., National Business Aircraft Assn. and Aircraft Owners & Pilots Assn. At same time commission turned down joint petitions by Federal Aviation Agency and Departments of Army and Navy, already parties, to introduce into evidence criteria on antenna heights and locations and report of Joint Industry-Government Tall Structures Committee.

Business briefly

■ **Spot advertiser** ■ Mitchum Co., Paris, Tenn., has begun spot radio campaign on behalf of Esoterica (skin cream). Announcements, one-minute spots on 52-week basis, will be presented initially in small number of markets. Mitchum's new agency, Cohen & Aleshire, N.Y., will enlarge drive later if tests are successful.

WEEK'S HEADLINERS



MR. EZZES



MR. ZITTAU

Erwin H. Ezzes, formerly vp and director of Television Industries Inc., N.Y., elected to new post of executive vp, United Artists Associated Inc., tv and feature film distributing affiliate of United Artists Corp.

Henry J. Zittau, vp, elevated to senior vp in first

such top reshuffle following resignation of **Eliot Hyman** as UAA president. Mr. Hyman subsequently has been mentioned for executive post with Creative Telefilm & Artists which has leased for distribution to television about 110 post-'48 feature films. **Robert Rich**, UAA vp in charge of sales, and his assistant, **Don Klauber**, have resigned from UAA and are expected to join Mr. Hyman at Creative. Mr. Ezzes has long been associated with Matthew Fox, who is president of Television Industries and held post of vp and director also with subsidiary C&C Films Inc., original distributor to tv of RKO feature library. Mr. Ezzes was vp in charge of sales for Flamingo Films (later Motion Pictures for Television Inc.) starting in 1952 and four years later joined C&C Films after one year's association with Guild Films as vp in charge of sales. He also had been secretary of Worldwide Development Corp., import-export company formed

by Mr. Fox, and had been vp in charge of sales of United World Films, subsidiary of Universal Pictures that distribute non-theatrical features. Mr. Zittau has been associated 11 years with UAA and predecessor Associated Artists Productions.



MR. STEELE



MR. LICHTENSTEIN

Ted Steele, well-known broadcasting personality in New York, appointed general manager of WNTA-AM - FM Newark - New York, succeeding **Irving Lichtenstein**, named to newly-created post of general executive in charge of special events, promotions

and merchandising for National Telefilm Assoc., parent company of stations. Mr. Steele currently is host on WNTA-TV's *Ted Steele's Dance Party*, which is telecast six evenings per week. Mr. Steele plans to limit his appearance to one night per week. Mr. Steele has been air personality at KMPC Hollywood, WPIX (TV) New York and DuMont Television Network, and also has held various executive positions with NBC and John C. Dowd Adv., Boston. Mr. Lichtenstein joined stations last year, and earlier was with ABC as exploitation director and with WWDC Washington, D.C., in various executive posts.

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