

and agencies "have a definite part in a show."

He thinks Fairfax Cone of Foote, Cone & Belding is a "little confused" about the magazine concept (BROADCASTING, Oct. 16). "Why even use the word 'magazine'?" he asked. Mr. Cone's idea of a spot rotation plan "is doomed to failure," he said.

Mr. Kobak thought tv may be "pricing itself out of the market" on program costs. "Too many people" are getting "a piece of somebody" and thus forcing total costs ever higher. Too much profit is just as immoral as none, he said.

New programs are jerked off the air too soon in a panic over low ratings, Mr. Kobak thought. He thinks elimination of network option time would cause serious problems for the industry. If you are selling a national medium you must be able to deliver it, he said. Prohibition of option time would undercut the basic quality programming available to stations around which they build their local material, he said.

The broadcasting industry is full of trade associations, Mr. Kobak said, yet there is not a single one devoted to improving the industries' sole product: programming. He felt seminars should be held for this purpose.

Mr. Kobak attacked the station practice of accepting free records from song publishers. Stations would not take free announcers he said, and nobody gives free ink and paper to newspapers.

He hopes the day will come when media stop paying commissions to agencies.

Tv sharetimers split in Rochester deal

Three tv stations in Rochester, N. Y., became two last week when final agreements were reached on the three-way transaction which resulted in WHEC-TV remaining on ch. 10; WVET-TV moving over to ch. 5 fulltime and Transcontinent Television Corp., operator of ch. 5 WROC-TV leaving the city. Previously ch. 10 was shared by both WHEC-TV and WVET-TV.

Beginning fulltime occupancy of ch. 5 on Nov. 15, WVET-TV chose to retain the WROC-TV call letters. It is also using this call letter for its am station and for the fm station it acquired from Transcontinent. The licensee of the stations is Veterans Broadcasting Co., which also owns 80.5% of KTVE (TV) El Dorado, Ark., and is an applicant for ch. 9 in Syracuse, N. Y.

WHEC-TV and WVET-TV paid Transcontinent a total of \$6.5 million for its ch. 5 facility. Veterans then turned over to WHEC its interest in the ch. 10 operation and in return WHEC-



Principals in the three-way transaction in Rochester which reduced to two that city's television stations, confer prior to signing the final agreement. They are (from left to right): Clifford Kirtland, vice president of Transcontinent Tv Corp., which leaves Rochester as a result of the negotiations; Ervin F. Lyke, president of Veterans Broadcasting Co., owner of WVET-TV; and Lowell H. MacMillan, vice president of WHEC Inc.

TV turned over to Veterans its interest in the ch. 5 assets. The FCC has ordered ch. 8 substituted for ch. 5 in Rochester; this is part of the revision of tv channels in upstate New York by which ch. 13 is added to Rochester and ch. 9 to Syracuse. WHEC-TV retains the CBS affiliation in Rochester; WROC-TV will continue with NBC and both stations will carry ABC as supplements to their primary affiliations.

Catv to cooperate in education, defense

Community antenna operators have taken serious steps to place their facilities at the disposal of educators—and at the same time have moved to cooperate more fully with local civil defense agencies.

With the concurrence of the National Community Television Assoc. board, Dr. John Guy Fowlkes, U. of Wisconsin audio-visual expert, was added to the NCTA etv committee. Also added: Archer S. Taylor, U. of Montana; James Palmer, State College of Pennsylvania, and, as a consultant, Lawrence Stone, U. of Wisconsin. The etv committee is under the chairmanship of Homer Bergren, Seattle catv investor.

The board, which met in White Sulphur Springs, W. Va., Nov. 9-10, authorized its auxiliary services committee to work up a plan to establish

liaison between catv systems and civil defense organizations so the antenna systems can be used for warning and public service communications in emergencies. This committee is under the chairmanship of Larry Boggs, Vu-more Inc., Oklahoma City.

Final plans were made for NCTA's second annual legal seminar to be held Dec. 4-5 at the Edgewater Hotel, Chicago. The board also agreed to hold the 1962 NCTA convention in Washington June 17-22 at the Shoreham Hotel.

Tv good influence on children—WTMJ-TV

Television is a good influence on school children and an even better one in their daily family lives. This was the finding of a consumer analysis survey conducted by WTMJ-TV Milwaukee in conjunction with Dr. Wilbur Schramm, director of Stanford U.'s Institute for Communications Research.

According to the station, the 885 questionnaires received (100%) represented a cross-section of the Milwaukee area population. Sampled were those families whose children might be affected by television.

Some of the findings: 75.5% said that television had been good for their

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