

Most of deferred licenses get renewed

The FCC's books were wiped almost entirely clean last week of license-renewal applications that were deferred because of questions about commercialization.

Twenty-one stations had been caught up in the problem since the commission began the case-by-case approach to the commercial issue in January. But in a stormy meeting two weeks ago, the commission, by 4-3 votes, renewed of 14 of these stations (BROADCASTING, July 27).

The commission majority, holding that the practice had become a petty

operation and that the staff's work could better be used in reducing its own backlog of work, instructed the staff to bring it the statistics on only the most extreme cases of overcommercialization.

And last week, in line with that directive, the staff, in a routine action, granted the renewal applications of three stations that had been on the deferred list because of questions about their commercial policies—WQXI Atlanta, WSIM Pritchard, Ala. and WFTL Fort Lauderdale, Fla. (BROADCASTING, April 6).

tors' rates, the FCC fears, but the firm has announced that since March 1 he has not acted for the plan in Chicago.

Commissioner Robert T. Bartley also dissented to the letter to the firm, though he did not join in Commissioner Cox's statement. Chairman E. William Henry abstained.

Mr. Cox attacked the language of the majority's letter, which the commissioner said "is so cautious and tentative as to suggest that the majority has doubts about the matter. I do too. . . ." He said the commission has already received a few complaints from FM national representatives.

He argued that the commission

should not rule on the group until it has more information.

North joins Brunswick in bowling test flight

North Advertising, Chicago, acknowledged last week that its success in the testing of television for Sears, Roebuck & Co. (BROADCASTING, July 20) has brought to the agency another broadcast test opportunity which this time will include both radio and TV.

North said the new project involves a bowling promotion for local bowling proprietor associations in cooperation

with the Brunswick Corp., Chicago, whose regular agency is McCann-Erickson. The test markets are to be selected.

Robert Harris, North senior vice president, explained that the test will be conducted from November to March with extensive research planned to determine the traffic generated on weekends in bowling centers as a result of a concentration of Friday radio and TV spots.

TVB annual study available

The Television Bureau of Advertising last week released its annual study of television sponsorship titled "TV Basics #7," reporting, among other things, that of the top 100 national advertisers, 83 put more money into TV than any other medium.

Rep appointments . . .

- KBVU Seattle: Bernard Howard Co., San Francisco.
- WSAR Fall River, Mass.: Kettell-Carter Inc., Boston, as New England representative.
- KISD Sioux Falls, S. D.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Scranton's ad outlay

Pennsylvania Governor William Scranton's brief and unsuccessful campaign for the Republican presidential nomination cost \$750,000, of which \$300,000 went for television and radio, according to Governor Scranton's campaign finance committee.

THE MEDIA

Big sales get FCC approval

Second biggest group sale—Goodwill to Capital Cities—and McClatchy purchase of Metromedia's KOVR(TV) are given nod

The second largest station sale in the history of broadcasting was approved last week by the FCC as it okayed the transfer of Goodwill Stations Inc.'s outlets to Capital Cities Broadcasting Corp. and WJRT Inc. for a total of \$21,141,330.

The sale was announced earlier this year (BROADCASTING, March 2) within a week after the commission approved broadcasting's biggest sale—the transfer of Transcontinent Television Corp.'s 11 stations for \$38.5 million.

In clearing its desks before its annual

August break, the FCC also granted the sale of KOVR(TV) Stockton, Calif., from Metromedia Inc. to McClatchy Newspapers for \$7.8 million. Like Capital Cities, McClatchy was already well entrenched in the broadcast field.

The action reverses an earlier decision to hold an oral argument.

Capital Cities is picking up Goodwill's WJR-AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va., adding them to its WROW-AM-FM and WTEN(TV) Albany, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.;

WKBW-AM-TV Buffalo, N. Y.; WPAT-AM-FM Paterson, N. J., and WDCD(TV) Adams, Mass.

All of Capital Cities' television outlets except WDCD are VHF's, forcing the company to spin off WJRT(TV) Flint, Mich., the remaining station sold by Goodwill. The channel 12 outlet was sold to WJRT Inc., a new firm headed by John B. Poole, formerly an officer and director of Capital Cities. The spin-off was necessary because FCC rules limit VHF ownership to five stations.

WJRT Inc. paid \$6 million of the price of the Goodwill stations, Capital Cities the remaining \$15,141,330.

History ■ The sale price is based on Capital Cities' original offer of \$30 a share for the outstanding 704,711 shares. This offer was made last summer but voted down by the majority of Goodwill's stockholders. Then the Goodwill Stations' board of directors