

both radio and television market reports and says that the rating council has found a very close relationship in the TV reports of the various services, primarily in the reports of the A. C. Nielsen Co. and the American Research Bureau.

This, according to the report, speaks well for the ratings firms. But it mentions the possible errors inherent in the sampling techniques. Among these are "aging, when the report is taken from the same identical sample each time; the nonreturn factor in the use of the diary technique, and the failure of memory in the telephone-recall method."

The report also takes to task the size of the sample audience but finds that "there is very little improvement in the accuracy of the sample over 1,000" persons.

Ratings services for radio, according to the report, are most in need of improvements. And the subcommittee urges further research into this area so that "more reliable ratings can be produced."

The subcommittee states that much talent and money have been contributed to the research projects to eliminate defective procedures. It adds: "These efforts must not be permitted to be abandoned or reduced. On the contrary, they ought to be strengthened if

all aspects of radio and television are to be high quality."

The report concludes that some form of informal coordination must be achieved by the FCC, FTC and the rating council in the area of ratings. It says: "As a minimum the BRC and the two agencies should exchange information with regard to complaints received by them concerning ratings."

Stauffer acquires Amarillo stations

The sale of KGNC-AM-FM-TV Amarillo, Tex., to Stauffer Publications Inc. was approved by the FCC last week. The Amarillo facilities were sold to Stauffer by Roy N. and S. B. Whittenburg (BROADCASTING, Oct. 18, 1965), whose Plains Broadcasting Co. acquired the original AM station in 1935. Stauffer paid \$5.6 million for the stations plus \$300,000 for a five-year agreement not to compete. Chairman E. William Henry abstained from voting and Commissioner Robert T. Bartley did not participate.

Stauffer Publications, which publishes a chain of newspapers in Kansas, Missouri, Nebraska and Oklahoma as well as several national farm publications,

owns WIBW-AM-FM-TV Topeka, KSEK Pittsburgh and KSOK Arkansas City, all Kansas, and KGFF Shawnee, Okla. Stauffer entered the broadcast field in 1957 when it acquired the WIBW stations by buying Capper Publications.

In addition, Willard W. Garvey and family, who own 4.85% of Stauffer Publications, own KKAM Pueblo, KKFM (FM) and KKTV(TV) Colorado Springs, all Colorado.

The Whittenburgs, who are publishers of the *Amarillo News and Globe-Times* and *Lubbock (Tex.) Avalanche and Journal*, continue to own KFYO Lubbock.

KGNC, which originally went on the air in 1922, operates fulltime on 710 kc with 10 kw. KGNC-FM, on 93.1 mc with 14.1 kw, was added in 1958. The 12-year-old KGNC-TV operates on channel 4. All the stations are NBC affiliates.

WDIO to go on air Jan. 24 as ABC-TV affiliate

WDIO(TV) Duluth, Minn., will make its on-air debut Jan. 24 with 316 kw visual, 158 kw aural on channel 10. Affiliated with ABC-TV, the new outlet will be equipped for network, slide and film color.

Frank Befera, president and general manager of the station, said wdio will operate from a new studio-office building designed for TV. The main portion of the building is 68 feet by 139 feet and contains a 40 foot by 60 foot studio with drive-through facilities. A 27-foot by 41-foot wing houses the lobby and executive offices.

WDIO has an 838-foot tower and is represented by The Katz Agency.

Changing hands

ANNOUNCED - The following station sales were reported last week subject to FCC approval.

▪ WKFR-AM-FM Battle Creek, Mich.: Sold by Knorr Stations to Joseph A. Waldschmidt for \$375,000. Knorr Stations also owns WKNR-AM-FM Dearborn and WKHM-AM-FM Jackson, Mich. Mr. Waldschmidt is president of Page Communications Engineers, Washington, and owns Engineering Investment Corp., Potomac, Md. WKFR went on the air in 1925, operates on 1400 kc, with 1 kw daytime, and 250 w nighttime. WKFR-FM went on the air in June 1963 at 103.3 mc with 20 kw power. Broker was Hamilton-Landis & Associates.

▪ WHON Centerville, Ind.: Sold by Wayne County Broadcasting Corp. to James R. Brewer for \$150,000. Wayne County Broadcasting is owned by Pierce

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