

overall news coverage (in a special category for all Louisville stations) and best single-story coverage (the 1960 presidential election).

Other winners WSAC Radcliff, for an editorial attack on a Hardin County school problem; WHOP Hopkinsville, for overall news coverage (outside the Louisville area); WHLN Harlan, a special citation for feature coverage.

Radio's an idea medium, Webster tells ADS meet

Radio's new image is that of a major medium of ideas, Maurie Webster, CBS Radio vice president and general manager of CBS Radio Spot Sales, told the annual banquet of Alpha Delta Sigma in New York last week.

While defining the new and future profile of radio and noting its strengths (see *OUR RESPECTS*, page 103), Mr. Webster also stressed the medium's needs to develop new yardsticks, and to learn how to better use the measuring tools it now has "to help the advertiser find the right audience . . . at the right time."

CBS Radio Spot Sales released a sales presentation to show how selected spot radio campaigns can augment network tv schedules to add considerably to the unduplicated audience.

Changing hands

ANNOUNCED - *The following sales of station interests were reported last week subject to FCC approval:*

■ **WKBW-AM-TV Buffalo, N. Y.:** Sold by Dr. Clinton H. Churchill and associates to Capital Cities Broadcasting Corp. for \$14 million (see page 34).

■ **KOCO-TV Enid-Oklahoma City, Okla.:** Sold by L. E. Caster estate and others to Capital City Investment Co. for \$3 million. Capital City is headed by John Kirkpatrick, Oklahoma oilman, and includes P. R. and L. D. Banta, Dean McGee, and others among whom are three associated in the ownership and management of WREX-AM-TV Rockford, Ill. (Joe Baisch, Gertrude Franzen and Clint Maslen).

The WREX stations are principally owned by the Caster estate. Messrs. Kirkpatrick, Banta and McGee will hold about 70% among the four of them, and the remaining 30% will be distributed among 12 other stockholders. The Messrs. Banta are already stockholders in KOCO-TV; Mr. McGee is associated with Sen. Robert S. Kerr (D-Okla.) in the ownership of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and a 45% interest in KVOO-TV Tulsa, Okla. KOCO-TV is

on ch. 5 with ABC affiliation. It was founded in 1954 by George Streets and the Bantas and sold to its present ownership in 1957 for \$950,000 plus assumption of debts exceeding \$500,000. Ben West, present general manager, will remain in the same capacity.

APPROVED - *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 90).*

■ **KIEV Glendale, Calif.:** Sold by David H. Cannon and Reed E. Collister to Southern California Broadcasting Co. for \$400,000 plus \$50,000 to Messrs. Cannon and Collister over a 50-month period for consultant services. Southern California Broadcasting Co. is headed by William J. Beaton, veteran of broadcasting in Southern California and for the last 16 years manager of KWKW Pasadena, and Dr. George P. Landegger and Allen O. Dragge.

King tells Dakotans he sees 'golden age'

The broadcasting industry's outlook for the future is good as it moves toward a "golden age," the South Dakota Broadcasters Assn. was told May 26 by Al King of the NAB station relations department.

"We've had tough FCC chairmen before and we've lived through them," he said, referring to the speech Newton N. Minow, commission head, delivered at the NAB Washington convention. "What we have today that we did not have in the days of the Durrs, the Flays and the rest," he said, is industry maturity and stronger leadership under NAB President LeRoy Collins.

Mr. King said things are "never quiet along the Potomac," pointing to proposals for FCC reorganization, which Gov. Collins has opposed; new FCC reporting forms; licensee fees, and a citizens program review board. He said the NAB-sponsored elimination of the overtime provisions of the wage-hour law for certain jobs in small markets will help three-fourths of the broadcasters in South Dakota.

National Audience Board query

The National Audience Board is conducting a survey, largely among community opinion leaders, to obtain their evaluation of both programming and commercials on television. Results of the study are expected to be ready by this summer.

The board announced it has mailed several thousand questionnaires to members and to organizations cooperating in the project. A total of 10 categories of tv programming and 12 categories of commercials will be evaluated. The

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