

7,000 subscribers. The monthly service fee will be \$4.75. Other NGC CATV cable systems are in Hattiesburg, Miss.; Bluefield and Logan, both West Virginia; Alpena, Mich., and Williamport, Pa.

\$150 million in time to Ad Council spots

An estimated \$150 million worth of radio and television time was contributed to the Advertising Council's campaigns in 1962-63, according to the council's annual report.

The council does not report dollar figures, but industry sources estimated that the impressions from advertisers, stations and networks, approached the \$150 million mark.

Radio stations, networks and advertisers contributed time and talent to 16 council campaigns and gave additional support to 67 other national causes, the report said. "ABC, CBS, MBS and NBC carried campaign messages daily and built programs contributing in all a billion radio home impressions" (according to a free A. C. Nielsen Co. estimate).

In television, "networks and sponsors contributed a circulation of over 12 billion TV home impressions to 18 council campaigns" (according to Nielsen) and three campaigns received more than a billion home impressions each.

The report noted formation of a New York Television Committee with Samuel Thurm, Lever Brothers, as chairman. "It helped bring about new systems of cooperation by network shows which are being improved constantly by ABC, CBS and NBC."

Also cited was TV aid in getting out the vote last November. On Nov. 1, 1962, filmed vote appeals from President Kennedy and General Eisenhower were made and prints sent to 350 TV stations and the networks. "The total vote was 7% greater than expected," the report noted.

Sale of KGLC to newspaper dropped

The proposed sale of the only radio station in Miami, Okla., to the town's sole newspaper, which had caused concern in the FCC, was dropped last week with the dismissal of the application.

Miami Broadcasting Co., licensee of KGLC, and Miami Newspapers Inc., *Miami News Record*, petitioned the FCC for dismissal of the application on the ground that prosecution of the application would adversely effect financial insolvency of KGLC's licensee. The commission had ordered a hearing on the sale to determine if it would result in a concentration of media. Agency officials believed the hearing would have

been the first ordered on a concentration issue (BROADCASTING, Aug. 5).

FCC Chief Hearing Examiner James D. Cunningham granted the dismissal with prejudice.

Miami businessmen had opposed the sale because it would cause a monopoly of advertising media in that city. It was also charged that C. C. Woodson, publisher of the *News Record*, would raise KGLC rates by 50%. The commission, however, dismissed requests for denial of the sale, calling instead for testimony at a hearing to be held in Miami.

KTVU(TV) sale to Cox gets FCC approval

The sale of KTVU(TV) Oakland-San Francisco, to the James M. Cox group was approved by the FCC last week, but not without a sober letter from the commission to San Francisco-Oakland Television Inc., seller of the station, regarding KTVU's promise vs. performance in its programming. The sale, for \$12,360,000, had been pending since last July (BROADCASTING, July 29).

KTVU (ch. 2) has been operating on a short-term license, its renewal application being granted for only a year because the FCC said the station had

not lived up to its programing promises. The commission had questioned whether the sale could be consummated when the station had a short-term license, which is "in many respects a probationary grant. . . ." The programing logs since submitted by KTVU, however, convinced the FCC, the letter said, that the station had eliminated the gap between promise and performance, and hence the commission granted the sale.

San Francisco-Oakland was owned by William D. Pabst, Ward D. Ingram and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stoddard P. Johnston, 4.94%, and Harry R. Lubcke, 0.25%. Miami Valley Broadcasting Corp., the buyer, is licensee of WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM-TV Charlotte, N. C. The Cox group also owns WSB-AM-FM-TV Atlanta and community television systems in Washington and Pennsylvania. Mr. Cox's interests also control the *Atlanta Journal* and *Constitution*, *Dayton News* and *Journal-Herald*, *Miami News* and *Springfield (Ohio) News* and *Sun*.

Commissioner Rosel H. Hyde concurred to the grant of the sale but dissented to the letter, while Commissioner Robert T. Bartley dissented to the grant and voted for a hearing.

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