

sociates, was in the news a year ago with plans for a fourth, UHF-dominated network, Unisphere Broadcasting System. However, lack of interest on the part of major-market UHF's in the proposal kept it from getting off the ground.

Media reports . . .

CCTV in Beverly Hills ■ The Beverly Hills (Calif.) Unified School District is starting what amounts to its own closed-circuit system for instructional television. Construction is scheduled to begin in September on the basic system. A pilot project, financed by the federal government, will develop audio-visual materials primarily for classroom use. A coaxial cable will connect 10 classrooms with a central distributing center responsible for creating as well as storing and disseminating materials. Information assembled will be played automatically on request on large television monitors in individual classrooms or be broadcast over a hi-fi system.

Extra section ■ The Pulse Inc. will add a second stage of interviewing (July-September 1967) to its CP 1967 all-state, all-country radio coverage study, originally planned as a January-March 1967 project only. New agency subscribers to CP '67 are West, Weir &

Bartell; William Esty Co.; Sullivan, Stauffer, Colwell & Bayles, and Dancer-Fitzgerald-Sample. The adding of a second stage of interviews was prompted by broadcast and agency sentiment, according to Pulse.

New station ■ WCJM(FM) owned by Radio Valley Inc., West Point, Ga., begins operation today (July 25) on 100.9 mc with 2.95 kw. It shares studios and transmitter site with WBMK, also operated by Radio Valley.

Paperwork is a big management problem

Coordinating traffic in sales and accounting to cut paperwork is the chief problem for most members of the Institute of Broadcast Financial Management, according to a report from John Herklotz of WGN-AM-TV Chicago. IBFM's president.

Mr. Herklotz said 70% of the replies in an IBFM survey indicated the cutting of paperwork is the broadcast management problem of top concern today. The amortizing of film contracts ranked second in the study, he said, while CATV came next in importance for most members replying. IBFM's annual meeting will be Sept. 19-21 in Denver.

N.Y. publishing house wants to build 3 UHF's

Books and TV don't normally mix, but Harcourt, Brace & World Inc., New York publishing house, is trying hard to improve relations. HB&W corporation has applied to the FCC for three UHF television stations.

The applications are for Denver (channel 20), Portland, Ore. (channel 24), and Phoenix (channel 15). The applicant plans to invest \$733,000 for construction of the Denver operation, \$713,856 in Portland and \$759,890 in Phoenix.

HB&W is owned by 1,937 stockholders. Hastings Harcourt owns 9.9% of the corporation, Katharine Brace owns 7.8% and Donna Brace Ogilvie 7.7%.

WATR-TV joining NBC-TV

NBC-TV last week reported WATR-TV Waterbury, Conn., will affiliate with the network Aug. 1, bringing the number of affiliates to 203.

WATR-TV, owned by WATR Inc. and managed by Sam Elman, operates on channel 20 with 200 kw visual and an antenna 565 feet above average terrain. At present the station is an ABC-TV affiliate.

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Changing hands

ANNOUNCED ■ *The following station sale was reported last week subject to FCC approval:*

■ **WANT** Richmond, Va.: Sold by United Broadcasting Corp. to John and Robert Sinclair for \$210,000. John Sinclair is manager of WSAZ-TV Huntington-Charleston, W. Va. He and Robert Sinclair also own and operate Shoney's restaurants in Macon and Augusta, both Georgia. United Broadcasting is headed by Richard Eaton, group owner. Daytimer WANT is on 990 kc with 1 kw. Broker: La Rue Media Brokers.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77).*

■ **KPOL-AM-FM** Los Angeles: Sold by Hugh R. Murchison Sr. and others to Capital Cities Broadcasting Corp. for \$7.8 million (see page 58).

■ **WENE** Endicott-Binghamton, N. Y.: Sold by C. A. Bengston to TV personality Merv Griffin and January Enterprises Inc. for \$650,000. Mr. Griffin and January Enterprises own WWCO Waterbury, Conn. Herbert Bloomberg, former owner of WWCO is executive