

ate KLOM. Purchase price was \$85,000, which includes a construction permit for an FM affiliate. The four-year-old, 1-kw station operates daytime only on 1330 kc. Broker: Wilt Gunzendorfer & Assoc.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 73).*

■ **WNAM** Neenah-Mensasha, Wis.: Sold by James A. McKenna Jr. and Don Wirth to Miles Kimball Co. for \$1,060,000. Mr. McKenna, who owns 90% of station is a Washington attorney; Mr. Wirth manages station. Buyer is mail order house in Oshkosh, Wis., where it also owns WMKC-FM. WNAM is on 1280 kc with 5 kw days, 1 kw nights.

Hubbard gets UHF permit

A 42-year broadcasting veteran, Stanley E. Hubbard, last week got his first UHF grant. Hubbard Broadcasting Inc., of which Mr. Hubbard owns 61.79%, was granted a construction permit for channel 44 in St. Petersburg, Fla. The CP is for 802 kw visual, 160 kw aural, with an antenna 1,460 feet above average terrain. Hubbard Broadcasting also owns KSTP-AM-FM-TV St. Paul-Minneapolis; KOB-AM-FM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla. In 1924, Mr. Hubbard put then WAMP Minneapolis-St. Paul on the air. It became KSTP in 1927.

Topeka UHF sets target date

A new UHF in Topeka, Kan., which will request the call letters KSTB-TV, expects to go on the air in full color Aug. 2, 1967. The channel-27 station was granted by the FCC on Oct. 12, 1966, to Highwood Service Inc. According to Alan Bennett, vice president and general manager, affiliation will be sought with either CBS or NBC. Technical facilities include a 2,031-foot tower.

Cost of campaigning

Milton J. Shapp, founder of CATV and electronics firm, Jerrold Corp., last month reported he spent more than \$3.8 million in an unsuccessful race for governor of Pennsylvania. Mr. Shapp, who had already said he spent \$1.4 million in the Democratic primary, reported expenses during the general campaign of \$2.4 million. A significant part of total expenses was thought to have come out of his own pocket. He also disclosed he had about 1,000 contributors and that he still owes over \$1.2 million borrowed from the bank.

Improvement groups plan national meet

The outlook for a 1967 national congress of groups interested in the "rights and responsibilities of the public in commercial broadcasting" is bright. The only unsettled question is where and when.

The 21 organizations (representing labor, education, business, religious and government groups) that participated in a preliminary organizational meeting in Washington earlier this month (BROADCASTING, Dec. 5) have indicated an interest in creating a congress. But it may take until February before a formal association is created, the date and location set.

Frank Orme, executive vice president of the National Association for Better Broadcasting, one of the originators of the congress plan, said the 21 groups "kind of put a curb on me on what they wanted me to talk about" regarding the congress.

James V. Bennett, president of NABB, was elected chairman of the congress's organization committee, and Mr. Orme was elected executive secretary.

Mr. Orme said the congress "is an operating entity now and it will proceed." He said there has been "no antagonism from anyone in the [broadcasting] industry, and there is no antagonism from anyone in this group toward anyone in the industry. This is the nice thing about this. It's going to work on a high level of cooperation and I'm sure there will be many other organizations that will come in."

In his "tentative outline" for the congress, Mr. Orme saw it as examining and defining "the unfulfilled needs of the public" in commercial broadcasting and in formulating and activating "specific projects designed to accomplish changes that are necessary to the public interest."

The outline said the need for the congress is "self-apparent" since "the failures (in a number of respects) of commercial broadcasters to provide a service compatible with public interests are widely known and generally recognized by mass-communications scholars and by most leaders in education, religion, mental and physical health, law and juvenile welfare."

Additionally, the congress "will generate a united influence that will affect the policies and actions of Congress, congressional agencies and the broadcasting industry."

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