

providing for reduced rates for interconnection of educational outlets. In the report the FCC gets a further nudge: "The committee intends that the FCC, the corporation and the common carriers cooperate to provide free or reduced rates for interconnection. Where free rates are impractical, the committee feels that maximum charges for noncommercial broadcasters should not exceed the incremental cost of providing such service."

Incremental costs—those necessary to add an existing service (in this case a video channel) to already-installed plant capacity—are usually less than equipment costs averaged for the whole facility, added capacity included (the usual method used by carriers in allocating charges for services).

Floor action on the bill, seen as coming before Labor Day, depends on action by the Rules Committee. Some observers, while not predicting any difficulties for the bill in the Rules Committee, do predict a delay that would preclude enactment before the House recesses for a 10-day holiday Sept. 1.

Nationwide buys Richmond stations

The sale of WLEE Richmond and WXEX-TV Richmond-Petersburg, Va., to Nationwide Communications Inc. for \$7,150,000 was announced last week, subject to FCC approval.

Nationwide Communications, the former Peoples Broadcasting Co., is a wholly-owned subsidiary of Nationwide Insurance Co., Columbus, Ohio. It owns WGAR-AM-FM Cleveland, WRFD and WNCI(FM) Columbus, WATE-AM-TV Knoxville, Tenn., and recently received an FCC grant for channel 47 in Columbus. The company also operates the Green Meadow Country Inn, a resort and restaurant outside Columbus.

Sellers are broadcast pioneers Thomas G. Tinsley, who owns 100% of WLEE, and with Irvin G. Abeloff owns WXEX-TV. Mr. Tinsley sold his WITH-AM-FM Baltimore in 1962 to Reeves Broadcasting Co. for \$642,700.

George W. Campbell, vice president and general manager of Nationwide Communications, said that no change in management of the stations is contemplated. Harvey Hudson is general manager of WLEE; Mr. Abeloff, of WXEX-TV.

The most recent acquisition by Nationwide was in 1965 when it paid \$6.5 million for WATE-AM-TV.

WLEE operates fulltime on 1480 kc with 5 kw and is affiliated with MBS. WXEX-TV, on channel 8, is affiliated with ABC. Broker: Edwin Tornberg & Co.

Quinlan out at WFLD(TV)

He quits after Field officials tighten station's budget

Considerable speculation was raised last week concerning the future direction of WFLD(TV) Chicago following the resignation of Sterling C. (Red) Quinlan as president of Field Communications Corp. and general manager of the station often described as the nation's "model" big city UHF outlet.

Mr. Quinlan, one of TV's more colorful and often controversial executives, had been picked by the late Marshall Field IV to put his company back into broadcasting.

Except for statements in a brief formal announcement, neither Mr. Quinlan nor the available officials of Field would comment on the matter. Mr. Quinlan resigns effective Oct. 1, but will continue as consultant for another year, according to the announcement by Bailey K. Howard, president of parent Field Enterprises Inc. Mr. Howard is on vacation and could not be reached for details.

Hardening of the Budget ■ Those who have closely observed the progress from within WFLD but would not be identified reported that a tightening of the operations budget for the station was opposed by Mr. Quinlan as unrealistic if WFLD's goals are to be achieved. They also said Mr. Quinlan has admitted that losses in getting WFLD off the ground were more than anticipated, but they noted he was confident the station is on the brink of achievement in view of its fall program



'Red' Quinlan
Bulldozed by budget

plans and the quality of staff and technical facilities.

Considerably automated and virtually all solid state, WFLD operates on channel 32 with a full megawatt of power. Its present site is Marina City, but ultimately the antenna is to be relocated atop the 100-story John Hancock Building, now under construction.

"It is with regret that I have accepted Red Quinlan's resignation," Mr. Howard said in the prepared statement. "Red's contributions to Field Communications Corp. have been many. Under his leadership WFLD went on the air right on target in January 1966. Much planning and creative thinking went into this venture and we are happy with the result," he added.

Mr. Quinlan said in the statement that the late Mr. Field "asked me to join Field Enterprises Inc. to survey broadcasting possibilities for the corporation. Launching WFLD was the most exciting result. With the station firmly established, I feel I have fulfilled my commitment and attained the challenging objective Mr. Field and I sought."

Syndication Ends ■ Field Communications will close its program syndication office in Hollywood at the end of this month and sell off most of its film properties. All outstanding contracts will be serviced, however, and the basic rights will be retained for *Hawaii Calls*, now on the air in 31 markets, and the George Pierrot travel series. The distribution rights to these two series are to be sold to another distribution firm not yet selected.

The cost of getting WFLD on the air has been estimated at some \$3 million. The operating costs are not known. The construction costs do not include the \$2 million studio center which Marina City has built and leased to WFLD for five years. Completion of this futuristic structure has been delayed repeatedly for various reasons, partly involving external construction problems. WFLD now plans to move into this studio plant Sept. 1.

Field Communications also holds a construction permit for channel 24 in Milwaukee and has an option on the Zenith subscription television system, pending FCC approval. WFLD recently acquired the basic rights in TV for the Chicago White Sox starting next April and plans to package a color network for the team.

WFLD came about through the merger of a number of applicants for channel 32 arranged by Mr. Quinlan. Presently Field is 50% owner and the managing operator. Field also holds an option for June 1969 to purchase for \$2.5 million the remaining 50% interest in WFLD spread among six groups.

Part Owners ■ These former applicants include: H&E Television Inc. (Harry and Elmer Balaban), Irwill