

and Victoria Heath for \$150,000. Mr. and Mrs. Heath own WJMS(AM) Ironwood, Mich. WXMT is on 730 khz with 1 kw day. WXMT-FM operates on 93.5 mhz with 3 kw and an antenna 220 feet above average terrain.

Group mothballs two U's; cites low ad revenues

U.S. Communications Corp. will suspend operations at two of its UHF stations, WATL-TV Atlanta and KEMO-TV San Francisco, effective Wednesday (March 31).

Frank Minner, USC president, said advertising revenues have not approached projections and the adverse economic climate has been particularly severe to UHF outlets. He added that another negative factor has been the importation of distant signals into major markets, hurting UHF outlets and leading to "a drying up" of funding from the financial community.

Mr. Minner said that USC has asked the FCC for permission to retain the licenses to WATL-TV and KEMO-TV. He said USC hopes to resume broadcasting in these markets in the future, but there were reports that the company was willing to negotiate sales of the stations.

The company still owns and operates WPHL-TV Philadelphia, WPGH-TV Pittsburgh and WXIX-TV Cincinnati. These outlets will absorb a number of key employes from the suspending stations, it was stated.

Nashville UHF goes dark pending merger talks

The board of directors of Music City Video Corp., licensee of WMCV-TV Nashville, have voted to suspend operations of the channel-17 facility for a period "not intended to exceed 90 days."

Ed Sheppard, executive vice president and general manager of WMCV-TV, explained that the station went off the air on March 14. The purpose of the

blackout, he said, is to reorganize the station pending negotiations with "an existing corporation of prominent local Nashvillians" to merge Music City Video with or into that organization. The actual identity of that group was not disclosed, nor was there an indication of what the financial consideration would be.

Mr. Sheppard said that management personnel would be retained at the station during the off-air period to implement reorganization plans. The station will be re-staffed around this "experienced nucleus" when operations are resumed.

Following negotiations with the second group, Music City spokesmen said, a major program and format change will be undertaken.

Stockholders approve 'Times'-Cowles deal

The planned acquisition by the *New York Times* of a number of Cowles Communications Inc.'s properties, including WREC-TV Memphis; *Family Circle*, monthly consumer magazine, and three Florida daily newspapers was approved by both companies' stockholders at separate special meetings last week. The *Times* held its meeting in New York and Cowles in Des Moines, Iowa.

The transaction—proposed late last fall by the companies (BROADCASTING, Nov. 2, 1970)—is subject to federal tax rulings. The transfer of WREC-TV is subject to approval by the FCC and the proposed transaction also stipulates that in the event the FCC did not approve the transfer of WREC-TV ownership of that station would remain with Cowles Communications and the number of shares of *Times* stock received by Cowles would be reduced by 562,380 shares.

Through the sale Cowles will receive 2.6-million shares of *Times* Class A common stock, worth at the time of an-

nouncement more than \$50 million at the current market price at that time.

Cowles will continue to own and operate WESH-TV Daytona Beach, Fla., KRNT-AM-FM-TV Des Moines and WREC-AM-FM Memphis. The *Times* owns WQXR-AM-FM New York.

John Dille joins TVC in WKJG-TV package

Multiple-CATV owner Television Communications Corp. has been given the go-ahead from the FCC to increase its television holdings by one—and in so doing TVC adds the experience of John F. Dille to its communications division.

The commission's action authorizes the TVC acquisition of WKJG-TV (ch. 33) Fort Wayne, Ind. The transaction calls for the merger of WKJG Inc., the licensee, into TVC. In absorbing the licensee, WKJG principals will receive 578,331 shares of TVC stock with a total value of \$6,072,475.

Mr. Dille, former chairman of the joint boards of the National Association of Broadcasters, announced that he would join TVC as head of the communications division when the company made public its plans to acquire WKJG-TV last year (BROADCASTING, July 6, 1970). He personally owns 15% of the stock in WKJG Inc. Truth Publishing Co., controlled by Mr. Dille and his family and publisher of the *Elkhart* (Ind.) *Truth*, owns 60% of WKOG Inc., is licensee of WSJV-TV and WFIM-FM Elkhart, Ind., and has an interest in a cable TV system serving Elkhart-South Bend. Mr. Dille personally holds a minority interest in CATV operations in Lafayette, Ind., and Jamestown, N.Y.

The remaining 25% of WKJG Inc. and a minority interest in WSJV-TV is held by Walter R. Beardsley, chairman of Miles Laboratories.

In addition to its numerous cable operations, TVC owns WBNB-TV Charlotte Amalie, Virgin Islands, and KNWA-FM Fayetteville, Ark. Alfred R. Stern is president and 19.48% owner of the company.

WKJG-TV, an NBC-TV affiliate, operates with 263 kw visual and 49 kw aural. Its antenna height above average terrain is 770 feet.

Network switch in Reading

WHUM(AM) Reading, Pa., has affiliated with NBC Radio. The station, owned and operated by the Eastern Radio Corp., broadcasts full time with 1 kw daytime and 250-w at night on 1240 khz. WHUM had been a CBS Radio affiliate since September 1948. A OBS spokesman said the network expects to announce a new affiliate in Reading shortly.

Conventioning
N. A. B.
Conrad Hilton Hotel
You are invited to our Hospitality Suite
Rooms 2109A-2112A
WA 2-4400

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
4404 Riverside Drive, Box 1545, Burbank, California 91505
Area Code 213 849-3201