

## Storer FM holdings down to one

FCC gives nod to sale of another two stations to SJR for \$1.4 million

Last year there were six and now there is one Storer Broadcasting Co.-owned FM station. The FCC has approved the sale of two more Storer FM's—WCJW Cleveland and WPNA Philadelphia—to SJR Communications.

The 5-to-1 commission decision (Commissioner H. Rex Lee did not participate) enables SJR, a subsidiary of San Juan Racing Association, a New York investment entity, to expand its growing family of radio facilities. The commission last year permitted the company to acquire WKLS(FM) Atlanta; WTMI(FM) (formerly WKAT) Miami Beach, Fla.; WJMD(FM) Bethesda, Md., and WUST(AM) Washington.

For its newest acquisition, SJR will pay Storer \$1.4 million—\$700,000 each for WCJW and WPNA.

In a separate ruling by the FCC staff, Storer was authorized to increase the power and change the transmitter site of WPNA, which is now off the air, having been permitted to remain silent until April 18.

Storer's applications before the commission for the sales did not go uncontested, nor did the commission give its approval without reservations. Commissioner Nicholas Johnson dissented on both transfers and the other five voting commissioners, while favoring both transactions in principle, concurred. And Commissioner Thomas Houser issued a concurring statement.

Mr. Houser noted that SJR proposed to institute "highly specialized programming" at the two stations, but that it intends to devote only 1.4% of the total broadcast time to news and 0.7% to public-affairs programming. Because Cleveland and Philadelphia have "a plethora of radio signals," the commissioner said, "I am concurring in this action, but do believe that no more than a minimal attempt at serving the public interest has been made in this case."

Objection to the sale of WCJW had been raised by the American Federation of Television and Radio Artists. AFTRA claimed that SJR refused to honor a contract it had with Storer on behalf of the station's employees. The commission, however, dismissed the AFTRA complaint, claiming that the union had taken its allegations to "the wrong forum" and that the National Relations Board was the proper channel for collective-bargaining arguments.

The WPNA sale was objected to by the controlling stockholder of WTVR(FM)

Philadelphia. David L. Kurtz, chairman of the board of the WTVR licensee, accused Storer of trafficking through the sale of WPNA—that Storer had asked the commission to allow WPNA to go off the air and to grant the facilities change solely to insure the marketability of that station. The commission, however, told Mr. Kurtz that it found no basis to support his allegation.

The commission also granted Storer a tax certificate, postponing capital gains taxes arising from the sale of WCJW. Storer requested the tax break, noting that it was selling the station in compliance with the commission's one-to-a-market interim policy.

Storer, a publicly held company, is headed by George B. Storer, board chairman. Within the past year the company has sold WDEE-FM Detroit and WJHR(FM) Miami (to Bartell Media Corp.), and WSPD-FM Toledo, Ohio (to Susquehanna Broadcasting Co.). Storer still owns KGBS-FM Los Angeles.

H. N. Glickstein is board chairman and president of San Juan Racing Association, which in addition to its broad-

cast holdings, owns a horse race track and various real estate interests in San Juan, Puerto Rico.

## Moore officially joins White House team

Richard A. Moore, a former president of KTTV(TV) Los Angeles, who was an early backer of moves to curb network operations, has been named a special counsel to President Nixon.

Mr. Moore, who will be used on special projects, moves to the White House staff from the office of Attorney General John Mitchell, where he served as a special assistant for the past year.

Mr. Moore, in an appearance before the Senate Commerce Committee in March 1956, attacked network option-time and must-buy practices charging they were violations of the antitrust laws and should be abolished. The FCC stopped the former practice, while networks abandoned must-buys.

Mr. Moore also said stations should be prohibited from taking more than 75% of their programming from any one source in a 52-week period—an early forerunner of the FCC's prime-time rule, which bars major-market stations from taking more than three hours of prime-time programming nightly from a network.

Mr. Moore, president of KTTV from 1955 until 1962, has been president and 20% stockholder of Western Broadcasting Corp., one of the 10 surviving applicants for the 1110 khz frequency in Pasadena, Calif., that became vacant when KRLA(AM) lost its license. A non-profit organization using the same KRLA call letters has been operating it on an interim basis. Mr. Moore gave up his post as president of Western when he went to work in Mr. Mitchell's office; he returned his stock after being named to the White House staff.

## TV news gains inspire \$10-million ANPA program

The American Newspaper Publishers Association Foundation announced last week the initiation of a \$10-million endowment fund to foster professionalism in the press, strengthen public understanding of the press and cultivate better-informed newspaper readers.

At the ANPA convention in New York it was reported that daily newspaper publishers already have pledged more than \$4 million for the program.

In discussing reasons for the new program, Harold W. Andersen, president of the *Omaha World-Herald* and an ANPA foundation trustee, cited an Eastern Airlines executive who said he gets all his news from television. Mr. Andersen also noted that pollster Burns Roper has reported that the public is



*Pennsylvania broadcasters met with their congressional delegation last Wednesday (April 21) in Washington; this week 100 broadcasters from all over the nation will be visiting Capitol Hill to see their congressmen and senators as they gather for the state president's conference sponsored by the National Association of Broadcasters.*

*The Pennsylvania dinner last week, drew Senate Minority Leader and Mrs. Hugh Scott (R-Pa.) who are shown with Victor C. Diehm, president of Mutual Broadcasting System, owner of WAZL(AM) and WUCD(FM) Hazelton, Pa., and a former president of the Pennsylvania Association of Broadcasters (r).*

*The PAB dinner was highlighted by the presentation of the association's gold medal to Pennsylvanian Johnny Unitas, the Baltimore Colts quarterback.*

*Master of ceremonies was David Crantz, WTAE-TV Pittsburgh, who kicked off the evening with the observation: "It isn't often one has the opportunity to talk to a group of people that cigarettes have given up."*