

Hailing to the chiefs. FCC Chairman and Mrs. Richard E. Wiley attended their first White House social affair last week as guests at the state dinner President and Mrs. Ford gave for West German President and Mrs. Walter Scheel. The guest list included a number of broadcast-related names—Dick Cavett; Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co.; Edward N. Ney, president and chief executive officer of Young & Rubicam International Inc. and Don S. Hewitt, executive producer of CBS's *60 Minutes*. All attended with their wives.

first write legislation authorizing funds for the FCC, before the Appropriations Committees could draft the appropriations.

The numbers in the bill, \$12.5 million for the FCC for July, August and September 1976 (to fill the gap between the end of the 1975 fiscal year on June 30 and the beginning of the government's new October-September fiscal year in 1976), \$51 million for 1977, \$53 million for 1978 and \$55 million for 1979, in Mr. Macdonald's opinion generally anticipate the FCC's future needs based on its current expenditures.

To broaden the FCC's constituency, the bill would permit the commission to pay for attorney's fees and other costs of interested groups or individuals who would not be able to participate in proceedings without financial help. Determination of

who would qualify and how much they receive would be up to the commission.

The Macdonald bill specifies, too, that all of the commission's meetings would be presumed open and could be closed to the public only by a recorded vote of the commission in an open session. Further still, records would have to be kept of any meeting between any commissioner or FCC employe and outsiders that concerned pending proceedings on policy matters.

Whenever the commission waived a rule or otherwise departed from established policy, it would, under the Macdonald bill's provisions, have to issue a statement of its reasons.

The bill, too, would make the FCC's equal opportunity office, now under the general counsel, directly responsible to the commission.

For the first time, if the bill were enacted, the FCC would be able to go to court with its own attorneys in any civil action in which it was involved. The commission is now represented by the Justice Department in some civil proceedings. The point of this provision, again, is to divorce the FCC from dependence on the executive branch. The bill stipulates, however, that the Justice Department would not be prohibited from intervening in a case as a friend of the commission or as the FCC's adversary.

Representative Macdonald said he expects some of the bill's provisions to be changed or dropped, but that he hopes it

will stir debate. He plans to take the bill up in hearings some time in July.

He also indicated that the time is ripe for a re-examination of the entire Communications Act, enacted in 1934. He said the act "is the product of a time when telecommunications technology was in a relatively primitive stage."

Now Avco unloads WLWD(TV) Dayton

Grinnell College buys NBC affiliate for \$13 million as an investment

Avco Broadcasting Corp. continued to liquidate its broadcast properties last week with the sale of its last television station, WLWD(TV) Dayton, Ohio, to Grinnell College, Grinnell, Iowa, for an estimated \$13 million. WLWD(TV) will be the first commercial broadcast station owned by Grinnell, a coeducational liberal arts college with about 1200 students. The college has portfolio of varied stocks and securities with an estimated \$26 million value. It currently operates noncommercial KDIC(FM) Grinnell on authorized 88.5 mhz with 10 w and an antenna 74 feet above average terrain.

Mrs. Carolyn S. Bucksbaum, Grinnell board chairman, said no changes in programming and management at WLWD are expected. The purchase, she said in an announcement, is "a prudent investment yielding a return consistent with the escalating costs of financing a college."

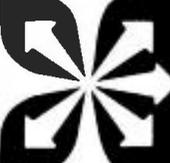
WLWD is the eighth station to be sold by Avco. Only the week before the company sold WLWT(TV) Cincinnati to Multimedia Broadcasting Co., Greenville, S.C., a division of Multimedia Inc. for a price reported to be near \$17 million (BROADCASTING, June 16). Avco's four remaining stations are WLW(AM) Cincinnati, KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill. (St. Louis). Avco Broadcasting's president, John T. Murphy, has said that they are on the market.

WLWD, an NBC affiliate, was put on the air by Avco in 1949. It is on channel 2 with 100 kw visual, 20 kw aural and an antenna 685 feet above average terrain. Station broker Howard E. Stark represented Grinnell College in the negotiations.

CPI decides cable is its cup of tea, sells radio stations and Texas Network

Communications Properties Inc., an Austin, Tex.-based multiple system operator, has sold KFJZ(AM)-KWXI(FM) Fort Worth and the Texas State Network to Swanco Broadcasting Inc. for a price in excess of \$4 million cash.

According to Robert Hughes, CPI president, the company no longer intends to stay in the over-the-air broadcasting business. Four years ago, when CPI an-



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