

Messrs. Miller and Eller.

The \$370-million agreement is not the largest ever announced in the broadcasting industry. Although it eventually fell through, the 1965 agreement to merge ABC Inc. with ITT carried a price tag of \$379,750,000 when it was announced, but by January 1968, when ITT canceled the merger, the value had risen to \$661,200,000 (BROADCASTING, Jan. 8, 1968).

The ABC-ITT merger collapsed, in part, because of strong Department of Justice opposition to the "anticompetitive" arrangements.

Whether a similar effort to block the CCC-Gannett merger will be mounted remains to be seen. A Justice Department spokesman said that the Antitrust Division will be examining the deal.

Daniel Schwartz, deputy director of the Federal Trade Commission's Bureau of Competition (which has begun looking into media conglomerates), said that the sort of agreement that CCC and Gannett struck "possibly" could be of interest to the FTC. Mr. Schwartz refused to comment specifically on the merger, but he said it certainly "involves" the concentration of media interests that the commission has been studying.

Representative Morris Udall (D-Ariz.) called the Gannett-CCC deal a case of a "whale swallowing a whale" and said it was "an alarming development and one that ought not to go unnoticed by those who fear the implications of concentrated communications power." Mr. Udall is sponsoring legislation to provide tax incentives that would protect independent newspapers from being acquired by chains. (It was a Gannett acquisition of his hometown paper last year that sparked Mr. Udall's interest in media companies.)

Larry Wilson, general counsel of CCC, refused to comment on any possible governmental obstacles that the merger may encounter. He said that CCC is reserving comment "until we file" the application for the change of ownership at the FCC.

In their largely separate fields, both Gannett and CCC have been on acquisition sprees of late. CCC, for one, made its presence in the communications world felt last year when it agreed to swap its KOCO-TV Oklahoma City for Joseph L. Allbritton's WJLA-TV Washington plus preferred stock—a \$100-million deal that eventually fell through. Also in the past year, CCC acquired Globe Broadcasting Co. for \$13.8 million. CCC's broadcast portfolio includes seven AM's, six FM's and seven TV's: WXIA-TV Atlanta; KOCO-TV Oklahoma City; KBTW(TV) Denver; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; KTAR-AM-TV-KBBC(FM) Phoenix; KSDO(AM)-KEZL(FM) San Diego; KHIS-AM-FM Los Angeles; WDEE(AM)-WLDN(FM) Detroit; WVON(AM)-WGCI(FM) Chicago; WWWE(AM)-WDOK(FM) Cleveland, and WWDJ(AM) Hackensack, N.J., which has been sold, subject to FCC approval, for \$4 million (BROADCASTING, April 3). CCC also owns the *Cincinnati Enquirer* and the *Oakland* (Calif.) *Tribune*, as well as Eller Outdoor Advertising—one of the nation's larger outdoor advertising firms.

Gannett owns 77 newspapers in 30 states and two territories—mostly in small and medium-sized markets. The Rochester, N.Y.-based company also owns the Louis Harris and Associates polling firm and WHEC-TV Rochester and WBRJ(AM) Marietta and WKFI(AM) Wilmington, both Ohio. Gannett went public in 1967 when it owned 28 papers in five states.

With the addition of the two CCC dailies the Gannett chain will become second only to Knight-Ridder Newspapers in terms of circulation. Knight-Ridder's 32 daily papers have a combined circulation of 3.43 million copies while the 79 papers that will form the Gannett chain will have a circulation of 3.37 million.

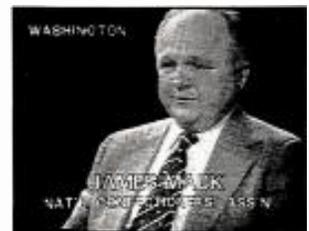
During the presentation in New York last week, Mr. Eller noted that the merged companies will have something approaching 2% of the \$44 billion U.S. advertising market.

## NBC-TV prospects: Knowns and unknowns

NBC-TV programmers decided late last week to keep juggling over the weekend and now plan to announce their fall prime time schedule today (May 15). However, the network has been leaking some "preliminary" line-ups to advertising agencies that, although they vary, give some idea of what is likely to turn up on the network's final first draft.

Sure renewals are *Little House on the Prairie*, *Rockford Files*, *Quincy*, *CHiPs*, *Project UFO* and *Walt Disney*. Also certain, according to an NBC spokesman, is that the network will retain its Saturday through Tuesday events slots (now apparently dubbed "universal hours"). As for new programs, Dick Clark is to have a one-hour variety show on the schedule, the magazine show derived from *Weekend* may have a 10 p.m. time period on one of the nights, and the network has commitments to a Norman Lear project called *The Arrangement* (about young unmarrieds) and to a Stewart Raffell-Simcon International production called *Sea Gypsies* (about city folk on the high seas), although neither of those shows has to go on in the fall.

Projects considered as definite additions to the NBC schedule are *Waverly Wonders*, a Paramount production about a girls' basketball team and its coach, played by Joe Namath; *WEB*, a 20th Century-Fox production about a female program executive at a fictional TV network, and *Coast-to-Coast*, a T.O.Y. production about stewardesses flying between New York and Los Angeles. Shows that turned up on some of the draft schedules making the rounds of the agencies, and described by NBC as in the "possible" category, are *Legs*, a Garry Marshall/Paramount production about a group of showgirls, *Joe and Valerie*, the disco show from Bob Hope Enterprises that has been tested on the air for the last couple of weeks, *Lacy and the Mississippi*



**Sparring.** While Federal Trade Commission Chairman Michael Pertschuk was in Atlanta last week defending his agency's proposal to ban some advertising from children's television programs, the rulemaking inquiry was the subject of considerable attention elsewhere. The Public Broadcasting Service's *MacNeill/Lehrer Report* devoted its 30 minutes last Wednesday (May 10) to an examination of the controversy surrounding the proposal. Defending the commission's position were Tracy Westen, deputy director of the FTC's Bureau of Consumer Protection, and Peggy Charren, president of Action for Children's Television. On the other side were Senator Lowell Weicker (R-Conn.) and James Mack, president of the National Confectioners Association. Senator Weicker, who has been a vocal

opponent of the FTC proposal, said television was "a very powerful medium" that the government must not try to usurp, as he believes the FTC is doing in this instance. □ In New York, four trade organizations demanded that Mr. Pertschuk disqualify himself from the inquiry. The chairman, said the Association of National Advertisers, the American Association of Advertising Agencies, American Advertising Federation and the Toy Manufacturers Association, has "showed prejudice of the factual issues involved and bias against advertisers." □ And in Atlanta, speaking before the National Association of Consumer Agency Administrators, Mr. Pertschuk said business was overreacting and that the FTC was looking at remedies "from the most extreme to the very mild."