

for the description of the STV system or for equipment cost estimates contained in the STV application."

## Noncommercial U draws hungry looks from commercial side

**School system, disenchanted with costs of its ch. 25 in Oklahoma City, wants to sell; it's in market where competition is keen for other three UHF's**

Oklahoma City Schools, which has owned and operated KOKH(TV) there for some 20 years, wants to get out of the broadcasting business. And since KOKH is on a commercial channel—the school district acquired the channel 25 outlet in a bankruptcy proceeding—interest in its acquisition is reported to be brisk.

The reason for the decision to sell, according to spokeswoman Pat Watson, is that the school board feels more productive use could be made of the \$300,000 it costs to run the station each year. Over the past few years, studies have indicated that teachers have not made much classroom use of the station's instructional programs. And teachers are among those who argue the funds now used to support the station should be used to boost their salaries.

The final argument for selling the station was the \$350,000 in matching funds the school system would have to spend on a needed transmitter and tower. "We're tired of spending money on the station," Mrs. Watson said.

Oklahoma City, incidentally, is an example of the lively interest being demonstrated in UHF generally. Applications are pending for the three other UHF channels in the city—43, 14 and 34—with a two-party contest in progress for channel 14. "But anybody getting our station," the spokeswoman said, "would go on the air first."

## Further fighting in Florida feud

**Petitions to deny sale of dark Orlando U filed by two competing applicants who claim court-designated buyer has changed composition of ownership**

The proposed sale of off-the-air WSWB-TV Orlando, Fla., has drawn petitions to deny from Turner Communications and the Christian Broadcasting Network.

The UHF station (ch. 35) has been off the air since 1976, when its owners, Sun World Broadcasters, went bankrupt. The station went into receivership and seven companies, including four involved in the present situation—Turner, CBN, Omega Communications and Meredith Broadcasting—bid to buy it. The Turner bid was

deemed best by the receiver, the Omega bid second best. In the meantime, Turner had purchased the transmitter site and CBN most of the station's equipment, and each had purchased the claim of a creditor.

A Florida state court then overruled the receiver, and awarded the bid to Omega. That was based partly on the knowledge that Sun World stockholders wanted a smaller group owner like Omega as opposed to a corporate owner like Turner. Also, Sun World had filed a petition to deny the renewal of Turner's WGOW(AM) Chattanooga on grounds that it had forced them into bankruptcy (BROADCASTING, Nov. 8, 1976).

After legal battles in Florida, Omega was awarded the bid, and it applied to the FCC for transfer of the license. Turner petitioned the FCC to deny that application saying many of the original Omega group members were gone (though Omega president Lawrence H. [Bud] Rogers, former president of Taft Broadcasting, remained) and that Meredith, the broadcast group that had lost out in the first bidding, had "secured an existing minority interest and has an option for full legal control which it has already indicated ... it will exercise."

Turner has also filed in Florida court a motion asking reconsideration of the decision giving Omega the right to purchase the station.

Turner is claiming the whole thing amounts to a trafficking in licenses, that Omega is not the "small group" the Sun

World stockholders thought and that the commission should deny the Omega application because of it. The application, Turner said, shows that Meredith will be in control of the station four-and-a-half years after Omega gets it, and that it will be operated with money from Meredith's credit.

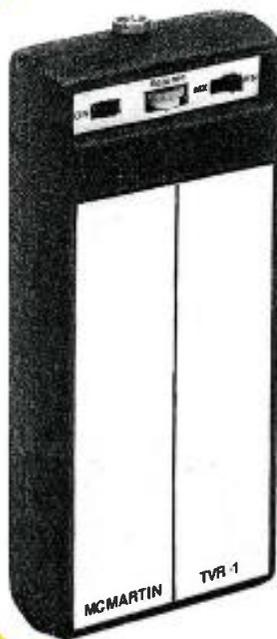
CBN, in its petition, said the Florida court's failure to sell to CBN is on appeal, that CBN has been involved since 1977 "at considerable expense" as a bidder for the station's assets, and that the commission should wait until the Florida court cases are over before assigning the license to Omega. CBN said there may be many months or years of further litigation possible.

## WGTR and KYW continue warfare

**Both operate on same frequency; former wants FCC to hold hearing on latter's license because of parent Westinghouse's problems with the government**

Home Service Broadcasting, owner of WGTR(AM) Natick, Mass., has asked the FCC to rescind the license renewal of Westinghouse Broadcasting's KYW(AM) Philadelphia on grounds that the company's parent, Westinghouse Electric,

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