

Ferguson (50% each). Carter owns lumber companies in Kent, Ohio, and Verona, Va. Ferguson owns laundry, dry cleaning and used car businesses in Staunton, Waynesboro and Stuarts Draft, all Virginia. They have no other broadcast interests. WABH is 1 kw daytimer on 1480 khz.

■ **WATC(AM)** Gaylord, Mich.: Sold by WATC Radio Inc. to Barr Broadcasting Inc. for \$200,000. Seller is principally owned by Les Biederman (52.5%), William H. Kiker (16.25%) and Drew McClay (15%). They own Paul Bunyon Network, licensee of WTCM-AM-FM Traverse City and WATZ-AM-FM Alpena, both Michigan. Buyer is owned by William C. Barr and his wife, Betty (50% each). He is accountant for state of Michigan and with his wife owns rental properties in Gaylord area. They have no other broadcast interests. WATC is 1 kw daytimer on 900 khz.

■ Other proposed ownership changes include **KBYG(AM)** Big Springs, Tex.; **WCBY-AM-FM** Cheboygan, Mich., and **WUCR(AM)** Sparta, Tenn. (see "For the Record," page 158).

APPROVED

■ Ownership changes approved by FCC include **KTTI(FM)** Yuma, Ariz.; **KBBB(AM)-KDKQ(FM)** Borger, Tex.; **KVMC(AM)** Colorado City, Tex., and **WJLJ(AM)** Tupelo, Miss. (see "For the Record," page 158).

CBS switches affiliation to WBAL-TV in Baltimore

Network will leave WMAR-TV in September for Hearst's ch. 11

CBS-TV claimed a major coup last week: the signing of the Hearst Corp.'s WBAL-TV Baltimore as an affiliate.

WBAL-TV, on channel 11 and currently an NBC affiliate, will replace WMAR-TV, channel 2 outlet owned by A.S. Abell Co. (the *Baltimore Sun*), in the CBS lineup. Authorities said the switchover will be next September, when current affiliation contracts expire, unless an earlier date can

be negotiated.

James H. Rosenfield, CBS-TV president, said that with WMAR-TV as the affiliate "our presence in that market has not been up to the standards CBS is accustomed to."

In the last sweeps period, Rosenfield said, WMAR-TV's sign-on to sign-off average audience declined 9.6% while CBS-TV's increased 6.7%.

Apparently WMAR-TV had pre-empted more network programs than CBS liked. "WMAR," said Rosenfield, "is a good station, but it just didn't seem to care about the network relationship."

WBAL-TV's "strength in station time and in news," he added, will make a good combination with CBS's programing.

Franklin C. Snyder, Hearst Corp. vice president, said that "we are pleased to join the CBS-TV network, and with the prospect that the strength of WBAL-TV's local programing combined with the CBS leadership in news, public service and entertainment will attract the largest audiences in Baltimore."

Dale B. Wright, president and general manager of WMAR-TV, took issue with CBS's Rosenfield. Of the network president's assertion that WMAR-TV hadn't provided CBS a sufficient "presence" in Baltimore, Wright asked: "Is that a nice way of saying we're trying to serve our local public instead of carrying network programs?"

Of WMAR's slippage in the last sweep, Wright noted that CBS-owned WCBS-TV New York also slipped, by 5.1%. "Do you think they'll switch that affiliation to WPIX(TV)?" he asked.

He said WMAR-TV does carry Baltimore Orioles baseball, Baltimore Colts preseason football, University of Maryland/Atlantic Coast Conference basketball and "a small amount" of Baltimore Blast soccer. The station also carries a weekly public-affairs hour in prime time, "which the network never felt very good about," plus a daily half-hour children's program in network time and telethons for United Negro College Fund, Muscular Dystrophy and the local epilepsy association.

WMAR-TV presumably will move to NBC. WJZ-TV, the only other V in Baltimore, is affiliated with ABC.

Intermedia

Suburbs submissions. Eight cable companies have submitted applications for cable franchise for sprawling Washington suburb of Prince George's county, Md. For franchising purposes, county has been split north and south. Five companies—Cross Country Cable, Metrovision, Storer Cable Communications, Prince George's Community Cablevision (local company) and Cablecom of Maryland—have bid for both sections. Three others—Sammons Cable Communications, Viacom Cablevision of Maryland and Constitution Cablevision Corp.—have applied for southern section alone. Storer, with aid of former county executive Winfield Kelly, has already won franchises for several incorporated areas within county and is seen as best bet to win one or both awards.

At the table. Cable negotiations have begun with Northwest Municipal Conference near Chicago and cable companies that have shown interest. Conference has split into roughly three negotiating groups embracing 19 communities. Nine communities are meeting with Cablenet following preferential vote last month (BROADCASTING, Feb. 9). Six others are leaning in direction of Cablenet based on votes by individual communities' subcommittees. Four others are negotiating with Warner Amex which already has signed agreement with Palantine in area.

First in state. UA-Columbia Cablevision beat out seven competing cable companies to win cable franchises for the 14,000 homes of Taunton, Mass. It also won franchise for 8,000 homes of North Attleborough, Mass. Franchises are first for Westport, Conn.-based MSO in Massachusetts.

Will address. Syndicated columnist George Will will address television luncheon at National Association of Broadcasters annual convention in Las Vegas, April 12-15. Will is Pulitzer Prize winner whose column appears in more than 300 newspapers. He is also regular participant on Post-Newsweek Productions' *Agronsky & Company* and NBC's *Meet the Press*.

More for A-R. Adams-Russell has announced wins of three cable franchises totaling 22,500 homes; Lexington and Hudson, Mass., and Lynbrook, N.Y. Waltham, Mass., company, manufacturer of high technology products, owns 21 cable systems and WYTV(TV) Youngstown, Ohio.

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Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775