

four months after that.

He said the new procedures would not be fully operative for about a year and stations filing early renewals would be assured consideration during the change-over.

Mr. Cox said the FCC will be reasonable in processing the station reports and seeks only enough information for its decisions.

About 85%-90% of the FCC's original proposals will be eliminated in the final decision, NAB Executive Vice President Vincent T. Wasilewski predicted. He was confident the FCC's informal meeting with broadcasters about a month ago had been fruitful.

Dwight W. Martin, board chairman of WAFB-TV Baton Rouge and chairman of the NAB Television Board, who presided at the afternoon open discussion, and W. F. Craig, WLBC Muncie, Ind., complimented NAB President LeRoy Collins and NAB's staff for arranging the broadcasters' meeting with the FCC. Mr. Craig said he wished "all of your efforts were just as good." Mr. Martin thought the trade press overlooked some of the good points in criticizing the NAB and its staff.

Charles L. Scofield, KEYZ Williston, N. D., wondered why radio-tv couldn't attack the press for not giving equal space to political candidates. But Gov. Collins did not think it would enhance

broadcasters' status "to strike back at other media."

Mr. Wasilewski said the constitutional question of FCC's power in programming can't be settled "until someone puts his license on the line—and I haven't seen anyone do it yet."

Gov. Collins said he believes FCC Chairman Newton Minow is aware of the limitations on what he can do, which is to "advocate, exhort and call on broadcasters to do what he thinks is good." He said news reports fail to relate many things in Mr. Minow's talks that would "warm the heart of broadcasters," and emphasize only the controversial.

The NAB president continued: "If you think I should be in Washington flailing Mr. Minow I want you to say so, but I'm not going to promise you I would do it, because I wouldn't."

### Changing hands

**ANNOUNCED** ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ WAUB Auburn, N. Y.: Sold by Jack R. Poppele to a local group headed by Robert Morgan for \$108,000. Mr. Poppele is former chief engineer of WOR New York and director of the Voice of America. WAUB is a day-timer on 1590 kc with 500 w. Broker

was Hamilton-Landis & Assoc.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 104).*

■ KTUL Tulsa, Okla.: Sold by John T. Griffin-James C. Leake group to Raymond Ruff and Charles A. Sammons for \$450,000. Buyers own KTRN Wichita Falls, Tex. Mr. Sammons is the principal owner of community antenna systems with headquarters in Dallas. The sellers retain KTUL-TV Tulsa, KATV (TV) Little Rock and 50% interest in KWTW (TV) Oklahoma City.

■ KVER-AM-TV Clovis, N. M.: Sold by Frank Lesley, Mrs. Mae Strauss and Texas Telecasting Corp. to John H. Marshall Sr. and associates for \$295,600. Mr. Marshall is in construction and other businesses in New Mexico. John H. Marshall Jr. is former employe of stations.

■ KOMY-AM-FM Watsonville, Calif.: Sold by Francis T. Crennan to Robert H. Dolph and associates for \$117,152. Mr. Dolph has controlling interest in KFTM Fort Morgan, Colo.

## WNTA-TV 'hopeful' of commercial future

Beer and baseball last week brightened the prospect of a commercial future for WNTA-TV New York in the event its \$6.2 million sale to the Educational Television for the Metropolitan Area Inc. falls through—as it appears it may unless a court-imposed stay is repealed (see page 77).

While talks were continuing between WOR-TV New York and the New York Mets, the new National League baseball club, over next season's broadcast coverage, WNTA-TV also was meeting representatives of Foote, Cone & Belding, the agency for the Mets' sponsor, Rheingold Beer.

The new NL entry and Liebmann Breweries last Monday jointly announced the award of radio-tv sponsorship to Liebmann's Rheingold Beer. The broadcast rights were sold for \$1 million a year for five years, with an option to renew for another five years. It had been indicated earlier that F. & M. Schaefer Brewing Co., a Rheingold competitor, was in front-running position for the rights. Schaefer sponsored the former Brooklyn Dodgers.

Rheingold is expected to sell part of the rights to at least one other sponsor, according to a Mets spokesman. He said talks are going on with several companies and that there is "enthusiasm" at Rheingold for either a cigarette or gasoline sponsor, or possibly a cosmetics firm.

E. Jonny Graff, WNTA-TV general

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