

separate statements at varying rates—one at a lower rate, the rate actually paid by a local advertiser, and a second, at a higher or national rate—passed on to a national company by the local firm for reimbursement to that local firm.

In setting the matter for hearing the commission ordered that should the hearing examiner not propose revocation, he should then determine whether "an order of forfeiture of \$10,000, or some lesser amount, should be issued."

The proposed hearing would resolve questions as to whether the licensee knowingly issued affidavits of performance containing false information concerning the amount actually charged for broadcast advertising; whether these affidavits were knowingly issued for the purpose of misrepresenting the nature, content or quantity of advertising, and whether the licensee intentionally violated the fraudulent-billing prohibition rules.

Other questions the commission intends to raise concern Seaboard's candor before the commission, and whether or not Seaboard possesses the qualifications to remain a licensee.

The hearing, to be held within 30 days, was prompted by information made known to the commission since the last renewal of license for WLAS.

FCC pressure yields vacant UHF channel

The permittee of KWID-TV Tulsa, Okla., will give up its construction permit in the face of FCC pressure to build the station or vacate the channel.

Counsel for Beacon Television Corp., citing technical and financial difficulties, made that announcement last week in the course of FCC oral argument on requests by 11 UHF permittees for additional time to construct their stations. The permittees had been told that unless they had demonstrably been prevented from completing construction by matters beyond their control, and unless they made it clear that they wished to prosecute construction further, their CP's would be canceled. The permits were granted in the period between Nov. 17, 1965, and Oct. 11, 1967.

The other UHF grantees sought to persuade the commission that they merited more time. Most cited technical problems, CATV threats, attempts to secure network affiliation, or a combination of those factors, as a basis for their requests.

The remaining 10 UHF's are KHER (TV) Longview, Tex., (Radio Longview Inc.); WTML (TV) Miami (Tele-Americas Corp. of Florida); WMLK (TV) Janesville, Wis., (WBEJ Inc.); WONH (TV) Syracuse, N. Y., (Onondaga UHF-TV Inc.); WFNT (TV) Elgin, Ill., (Elgin Television); WPCT (TV) Melbourne,

Fla., (Custom Electronics); WPDT (TV) Florence, S. C., (Rovan of Florence Inc.); WPNG-TV Springfield, Ill., (Illinois Broadcasting Co.); WROA-TV Gulfport, Miss., (Charles W. Dowdy), and KTOV-TV Denver (Comet Television Corp.).

Gencoe buys six CATV's for over \$1 million

Gencoe Inc., Tulsa, Okla., a multiple CATV owner, has announced an option to acquire a group of six Kansas and Missouri cable TV systems.

The firm said it had entered into a substantial financing agreement, believed to be over \$1 million, with General Communications Inc., Iola, Kan. The agreement also provides that Gencoe will provide management services and includes an option to purchase an 80% interest after three years.

General Communications' systems, serving a total of 10,500 subscribers, are at Iola, Coffeyville, Eureka, Madison and Yates Center, all Kansas, and Hannibal, Mo. Also included is South East Kansas Microwave Inc., which provides TV signals to a number of cable systems in Kansas.

The Hannibal system was activated only last March, and is expected to have 4,000 subscribers in a short period; it opened with 3,600 customers. The General Communications systems were founded by Larry Hudson and associates.

Earlier in the week, Gencoe announced the acquisition of the 800-subscriber Weatherford, Okla., cable TV system from Clifton H. Gardner and Charles L. Cain. Price was not disclosed.

Gencoe is a subsidiary of Livingston Oil Co., also Tulsa. Including General Communications systems and the Weatherford acquisition, Gencoe serves more than 72,000 subscribers in 38 communities in 11 states. Gene W. Schneider is president of Gencoe.

Nevada PUC leaves cable grant up to contestants

The two winning CATV applicants for greater Las Vegas have until June 11 to decide how to divide up that city; otherwise, according to the Nevada Public Service Commission, there will have to be further hearings to make the division on an equitable 50-50 basis.

The Nevada PSC, following hearings in March 1968, gave the nod to two out of the seven applicants for Las Vegas in an order issued May 5. The two are Nevada Cablevision Co., principally owned by Donald W. Reynolds, chain newspaper owner and a group broadcaster who counts the *Las Vegas Review-Journal* among his newspaper holdings, and Community Cable TV,

owned by Jack Kent Cooke and H. M. Greenspun. Mr. Cooke sold his CATV group in 1968 to H&B Communications Corp., and became a 30% H&B stockholder. Mr. Greenspun, editor and publisher of the *Las Vegas Sun*, at one time owned KLAS-TV (ch. 8) there; he sold it in 1968 to Howard R. Hughes for \$3.65 million.

Denied by the PSC were Time-Life Broadcast Inc., Central Telephone Co., Nevada Utilities Inc. and Nevada Cable Systems Inc. One applicant, Clark County Cable TV, withdrew.

Responding to arguments that both Mr. Reynolds and the Cooke-Greenspun applications should be denied because of their newspaper ownership in Las Vegas, the three-man board said: "We view such contentions as being wholly inappropriate," noting that there is nothing in the Nevada statute that requires them to consider the question of concentration of control of the media of communications.

Lamb, Lee halt WKBT (TV) sale talk

Lamb Communications Inc., Toledo, Ohio, which four months ago announced plans to buy WKBT (TV) (ch. 8) La-Crosse, Wis., from group-owner Lee Enterprises and others for \$5.7 million (BROADCASTING, Jan. 20), has terminated its negotiations with WKBH Television Inc., WKBT's licensee.

Arthur Ingram, Lamb president, said the negotiations for the CBS-TV affiliate were called off "because of the inability of the parties to agree on the definitive terms of the final contract."

Lamb, a publicly held corporation, operates WICU-TV Erie, Pa., a channel 12 NBC-TV affiliate, and operates CATV systems in Flint, Hillsdale and Jonesville, all Michigan.

Media reports:

Journalism fellowships ■ The Washington (D. C.) Journalism Center has awarded three fellowships for its fall 1969 program to television reporters. Charlotte A. Ackerley, KVOA-TV Tucson, Ariz.; Charles T. Royer, KOIN-TV Portland, Ore., and Johnny R. Smith, KREM-TV Spokane, Wash., each will spend 16 weeks in Washington attending seminars and working as interns with Washington news bureaus and will receive \$2,000.

New service ■ Logos Ltd., Arlington, Va., has announced a new specialized service in closed-circuit television. A new division, Logos Video Consultants, is equipped to offer assistance to government, industrial and educational organizations in the design, procurement, installation and operation of television facilities tailored specifically to individual needs.