

Zeckendorf to renew bid for WJAR-AM-TV?

As far as a majority of the current stockholders are concerned, the \$12.5 million sale of the Outlet Co., including WJAR-AM-TV Providence, R.I., to William Zeckendorf is off. However, the prospective purchaser may take further court actions in his efforts to purchase the Providence stations and department store (BROADCASTING, Oct. 19).

Immediately after a Rhode Island court ruled that the 91065 Corp. (Mr. Zeckendorf's firm) was not a party in interest in a suit between Joseph Sinclair and trustees of his grandfather's estate (present WJAR-AM-TV owner), formal notification of termination of the sales contract was sent to 91065 Corp. Also notified was the bank which, as escrow agent, holds \$1 million option money for the purchase of 90% of the Outlet Co. stock.

Sales Contract • The trustees maintain that the sales contract expired July 21, including an extension agreed upon last January. Mr. Sinclair, general manager of the stations, sought to block the sale on the grounds he could have gotten a better offer than Mr. Zeckendorf's of \$120 per share. Mr. Sinclair also is chief beneficiary of trusts which total 33% of the Outlet stock.

Attorneys for Mr. Zeckendorf said they "have under consideration" plans to appeal the court's decision and might also institute a new suit in behalf of 91065 Corp. They acknowledged receiving notice of the contract termination.

Cite need for more civil defense facts

There is a "crying need" among broadcasters for information about civil defense, Howard H. Bell, NAB assistant to the president in charge of joint affairs, told a public affairs seminar in Washington last week.

Addressing the meeting sponsored by Region 2 members of the Office of Civil & Defense Mobilization and the International Assn. of Public Information Officers for Civil Defense, Mr. Bell cited a long list of broadcaster complaints about lack of cooperation by civil defense people—mostly on the local level—in carrying out emergency operations during Conelrad exercises, and before and after the alerts.

Defending the usefulness of Conelrad, Mr. Bell said the Air Force points out that the system is not outmoded, even should there be guided missile warfare. To arguments that Conelrad broadcasts do not reach enough people,

he said the FCC reports that intelligible radio service reached 90% of the U.S. population during the operational alert last April 17. Thus the millions spent by participating broadcasters have been justified he said.

Liaison • Emphasizing that liaison between civil defense officials and broadcasters should be a "partnership," Mr. Bell said that radio and tv "must know state and local plans for an emergency" and that there must be a single government source of authority, with adequate authentication, to furnish information for broadcasts.

Mr. Bell quoted a Texas broadcaster as saying the civil defense unit should "relieve" the broadcaster of the necessity of contacting a dozen different government agencies to secure or verify information. Another, from Kentucky, said CD people should "take a long look at themselves and if they find a genuine excuse for existence, then let them tell us what, when, and how."

A Virginia station operator said he never learned of local civil defense meetings until he was asked to publicize them when they were over. Another from Connecticut criticized what he felt were inferior technical broadcast practices by CD people during the last Conelrad test. From Maryland, a broadcaster said little preparation has been made about material to be broadcast and who would broadcast it during the first warnings, before tv and fm outlets leave the air, and during the emergency, when Conelrad ams are on 640 and 1240 kc.

A West Virginia station operator said there is confusion among local civil defense people and discouragement over lack of interest in Conelrad. He wanted to know what non-Conelrad stations should do in an alert or an attack. One Pennsylvania broadcaster felt local CD officials are not aggressive and said his station has to "plead with them to do what is within their own realm." Another felt there is no workable plan for radio and tv with which the public is familiar.

Mr. Bell asked assistance in helping stations which participate in Conelrad to obtain emergency generating equipment.

• Media notes

Storz scholarships • Five Storz stations have announced the establishment of a scholarship fund in each of their cities to deserving students. Also to be awarded are scholastic medals and a cash award to the most outstanding high school student. The five Storz stations are WDGY Minneapolis, WTIK New Orleans, WQAM Miami, Fla., and KOMA Oklahoma City.

WBIC commences • WBIC Bayshore, Long Island, N.Y., started operating Oct. 16. The station is on 540 kc with 250 w.

Joins NBC • WBCK Battle Creek, Mich., affiliated with NBC Radio, on Oct. 17. The Michigan Broadcasting Co. owned and operated station operates full time with 1 kw on 930 kc. Eugene Cahill is general manager.

WTRU fulltime • WTRU Muskegon, Mich., starts broadcasting round-the-clock Monday (Nov. 2).

"Ill advised" • Television Bureau of Advertising in a letter to Sec. of Agriculture Ezra Benson said it seemed "ill advised" for the Dept. of Agriculture to publish a recent study revealing that "newspapers are the best medium for food advertising and for marketing information on food (BROADCASTING, Oct. 19).

"These findings," TVB notes, "are contrary to previous surveys and information available and we believe are likely to mislead." Enclosed with the letter were copies of 1958 expenditures made by national advertisers, showing their combined expenditures in tv surpassed investments in all other media.

New firm • Sherman Gregory, formerly with ABC Films Inc., Triangle Stations and *Tv Guide*, has formed Pictafilm Inc., New York, to produce tv commercials-slides.

Mr. Gregory reports that the company is producing commercials by a process patented by a Canadian firm that saves 50% in production time. Pictafilm is at 14 W. 45th St., New York 36. Telephone: Murray Hill 2-0773. Canadian office, 4 Albert St., Toronto.

WNEM-TV telethon • WNEM-TV Bay City, Mich., raised \$92,000 in a March of Dimes telethon. The figure is expected to reach up to \$105,000 when all the pledges come in. The appeal for funds for polio ran from 11 p.m. Sept. 19 through 5:30 p.m. Sept. 20.

Training broadcasters • Future Broadcasters of America, Valley City, N.D., met concurrently with the state broadcasters' association Sept. 25-26. The organization, helped by KOVC Valley City staffers, runs a radio station (covering the block from which it operates) for training members in broadcasting techniques.

Smoky bear award • The golden Smoky Bear statuette, fifth to be awarded in the history of forest fire prevention, has been presented to