Arrangements were completed in New York last week by three principals involved in the $10.95 million purchase of WMGM New York by Crowell-Collier Publishing Co. The buy is considered a record price for an individual radio station (BROADCASTING, Oct. 17). The principals (1 to r): Robert M. Purcell, president, Crowell-Collier Broadcasting Corp., wholly owned subsidiary of the publishing firm, who will supervise the station's operation; Arthur Tolchin, vice president and general manager, WMGM, and Lawrence Tisch, board chairman of Loew's Theatres that sold through subsidiary Loew's Theatres Broadcasting Corp.

Affiliates’ convention agenda set by NBC

Final program plans for the annual convention of NBC radio and television affiliates, to be held Wednesday and Thursday (Nov. 16-17) in New York, were being put into shape late last week.

The meeting opens with a session for radio affiliates Wednesday morning, followed by a tv affiliates meeting Wednesday afternoon. The television session will continue Thursday morning with a programming and sales presentation by Don Durgin, sales vice president, and David Levy, programs and talent vice president.

An address by Robert W. Sarnoff, NBC board chairman, at the Thursday luncheon is expected to be one of the convention highlights. Another will be the Wednesday luncheon, with reports by NBC’s newsmen.

Mr. Sarnoff, President Robert E. Kintner and Walter Scott, executive vice president in charge of the tv network, and William K. McDaniel, vice president in charge of the radio network, will head the network participants in the respective tv and radio meetings.

A question-and-answer session with both affiliates and network executives participating is slated to wind up the convention Thursday afternoon. The meetings will be held at the Plaza Hotel.

KIFI-TV to join NBC-TV

KIFI-TV Idaho Falls, Idaho, new station operating on ch. 8, becomes an NBC-TV affiliate effective Dec. 15, according to a joint announcement by James M. Brady, president of Eastern Idaho Broadcasting & Television Co., owner of station, and Harry Bannister, vice president, station relations for NBC.

the sale, with Commissioners Rosel H. Hyde and Robert T. Bartley dissenting, was conditioned on the outcome of the FCC’s Sec. 317 (payola) investigation involving KXOK. Other Storz stations are WHB Kansas City; WTIX New Orleans; WDGY Minneapolis-St. Paul; WQAM Miami and KOMA Oklahoma City.

WMGM sale contract signing

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