

## Baker gets Syracuse, Salem (Ore.) TV, 3

W. R. G. Baker Radio & Television Corp. is winner in nine-way contest for channel 9 Syracuse. FCC announced grant Friday (Jan. 22).

In second decision, commission granted Salem Television Co. new station on channel 3 in Salem, Ore.

Commission, in channel 9 case, overruled hearing examiner, who had favored application of Onondaga Broadcasting Co.

Decision was 5-1, with Chairman E. William Henry dissenting. He issued statement supporting examiner's recommendation.

While concurring in result, two commissioners used case as basis for criticizing commission's policies and practices in selecting winners from large number of applicants.

Commissioner Robert E. Lee said he would prefer changes in law that would permit commission to eliminate least promising applicants and then to direct remaining contenders to work out merger arrangement, if possible.

Commissioner Lee Loevinger, without endorsing Commissioner Lee's proposal, expressed hope commission could devise "better, simpler and more objective criteria" and more expeditious procedure for disposing of comparative hearings.

**Area Familiarity** ■ Commission majority favored Baker because of its

"strong showings" under area familiarity criteria, stockholders' "long interest in providing quality television service" to area and length and scope of their preparational activities.

Baker's principals include T. Frank Dolan Jr., Leonard P. Markert (each 17.3%) William W. Stone, Robert J. Conan (each 17.28%), Richard N. Groves (8.04%), and Daniel W. Casey (7%).

Proposed general manager of station is J. J. (Joe) Bernard, veteran broadcaster who is now vice president and general manager of KFWB Los Angeles.

In granting application of Salem Television for channel 3 Salem, commission denied competing application of Salem Channel 3 Telecasters Inc. Commission said that Channel 3 telecasters' principals had submitted "false statement under oath to the commission" and had been guilty of lack of candor and deliberate evasion in hearing.

Commission vote was 3-1, with Commissioner Lee dissenting and Commissioners Kenneth A. Cox and Loevinger not participating. Chairman Henry and Commissioners Robert T. Bartley and Rosel H. Hyde constituted majority.

Principals of winning applicant are Nancy A. Harrison (50%), Robert Eugene Harrison (25%), Robert Denison and Marie H. Holmes (each 12.5%). Mrs. Harrison has 33% interest in KUGN-AM-FM Eugene, 32.8% interest in KBZY Salem, and 20% in KIMA Pendleton, all Oregon.

ucts of a personal nature creates special problems, such advertising, when accepted, should be treated with emphasis on ethics and the canons of good taste and presented in a restrained and inoffensive manner."

Proposed political broadcast amendment reads:

"They [political broadcasts] should be presented in a manner which would properly identify the nature and character of the broadcast.

"Because of the unique character of political broadcasts and necessity to retain broad freedoms of policy void of any restrictive interference, it is incumbent upon all political candidates and all political parties to observe the canons of good taste and political ethics, keeping in mind the intimacy of broadcasting in the American home."

Code board—meeting without Howard H. Bell, code authority director, who had been ordered by doctor to rest—also decided there was no present

need for extension of time-standards waiver on political announcements. Temporary waiver was in force for 1964 election.

## Labunski seen set as NBC Radio chief

Stephen B. Labunski, vice president and general manager of WMCA New York, reportedly is set to head NBC Radio Network, succeeding William K. McDaniel, who resigned Jan. 16 as executive vice president in charge (BROADCASTING, Jan. 11). Neither NBC nor Mr. Labunski would confirm reports, but informed sources said he would take post in near future. He had been among those most mentioned for job (CLOSED CIRCUIT, Jan. 18).

Mr. Labunski joined WMCA in 1958, after extensive station and network experience. He got into radio as salesman for KCMO Kansas City, Mo., became commercial manager of KDUJ there, then moved to Todd Storz stations, starting as salesman for WHB Kansas City and becoming vice president and general manager of WBGY Minneapolis. Immediately before joining WMCA he was successively vice president of ABC Radio and head of Crowell-Collier's broadcast division. During World War II he was interpreter in Army military intelligence. Afterward he lectured in U. S. for year and was administrative assistant to representative Richard W. Bolling (D-Mo.) for two years.

## Program curbs are seen looming at FCC

FCC appeared Friday (Jan. 22) to be moving in direction of rule that would limit network control of programming.

This was report of several officials following special commission meeting on draft notice of proposed rulemaking to curtail network control as means of stimulating competition in program-production field (see page 27).

Officials said no votes were taken, but consensus was that "something" should be done "in this area." One commissioner predicted rulemaking on issue "in a couple of months."

Indications are that five commissioners supported proposal, at least in prin-

## Code changes sought on hygiene, politics

Elimination of outright ban on hemorrhoid treatment and feminine hygiene advertising, and addition of language to code standard on political broadcasts were recommended by National Association of Broadcasters radio code board at meeting in Los Angeles, Friday (Jan. 22).

Code board's proposal to substitute language calling for tasteful, inoffensive advertising in personal products category and call to politicians to "observe the canons of good taste and political ethics" will be submitted to radio board at meeting Wednesday (Jan. 27) in Palm Springs, Calif.

Personal product amendment as proposed reads:

"Because the advertising of all prod-