

2nd annual TV-radio news-broadcasting conference for high school students at WSB-TV Atlanta last week was sparked by the remote "guest participation" of 9 NBC news personalities. The conference was held in association with the U. of Ga.'s Henry W. Grady School of Journalism, and will award a year's scholarship to the student who writes the best news account of the event. Highlights: TV news clinic conducted by Ray Scherer from Washington via closed-circuit TV; video-taped address on careers in journalism by Chet Huntley; taped messages from NBC radio correspondents in London, Paris, Rome, Moscow, Berlin, Tokyo. The conference's keynote address was delivered by Grady's Dean John E. Drewry. TV-radio news clinics were conducted by 10 WSB-TV & WSB staffers.

FM patterns, as described in the results of a survey by the 61 affiliates of FM Bestg. System Inc. (WFMQ Chicago): 63% of stations reported 31-to-50% of homes in their areas were FM-equipped; only 18% reported less than 20% saturation. Highest FM penetration was reported in New York, with 60%, or 2.5 million FM households. Other FM household figures: Los Angeles, 1,066,753; Chicago, 900,000; Philadelphia, 800,000; Baltimore, 650,000; San Francisco, 404,000; Boston, 367,000; Houston, 163,310; San Diego, 137,560; Kansas City, 136,000. Tune-in time averages 6-to-7 hours per day.

Hearst has sold the Detroit Times (evening) for approximately \$10 million to its competitor the evening *News* (Warren S. Booth, pres.-publisher). This leaves that city with 2 newspapers, the Knight group's morning *Detroit Free Press* and the *News*, which also operates WWJ-TV & WWJ. Hearst broadcasting properties are WBAL-TV & WBAL Baltimore, WISN-TV & WISN Milwaukee and Pittsburgh radio WCAE (owned by Hearst Consolidated Publications), which owns 50% of WTAE (TV) there.

NBC Chmn. Robert W. Sarnoff is scheduled to address the opening luncheon of the Broadcast Promotion Assn. convention in New Orleans this week (Nov. 14). His subject: "Broadcasting: A Year to Remember." The meeting, BPA's 5th annual, will continue through Nov. 16.

Radio-Television Training School Inc., 5100 S. Vermont Ave., Los Angeles, is forbidden to misrepresent its correspondence courses under terms of a consent order approved by FTC. The school had been charged with "using numerous grossly exaggerated or false claims" to sell the courses.

Voice of America contracts for \$12-million construction of its powerful new Greenville, N.C. transmitter have been awarded to 2 Texas firms—Alpha of Texas Inc., Richardson, and Continental Electronics Mfg. Co., Dallas. They were low bidders on the radio project (Vol. 16:45 p11).

The 1,856-ft. tower proposed by WHAS-TV Louisville (Vol. 16:34 p9) wouldn't be a menace to air navigation, according to FCC's Broadcast Bureau, which filed exceptions to examiner Charles J. Frederick's contrary findings. However, the Bureau still said that the tower should be prohibited because of prospective economic injury to Lexington's 2 uhf stations. WHAS-TV, in its exceptions, insisted that Frederick is wrong in all major conclusions.

Grant of Ch. 8, Christiansted, St. Croix, Virgin Islands, to Supreme Bestg. Co. has been recommended in an initial decision by FCC examiner Basil P. Cooper. Supreme & competitor Radio American West Indies Inc. have agreed to merge, latter to get 40% after dismissing its application.

Purchase of radio KXOK St. Louis by Storz Bestg. Co. for \$1.5 million has been approved by FCC, Comrs. Hyde & Bartley dissenting.

TvB's annual meeting will be held in N.Y. Nov. 15 through 18. Highlights of the 4-day session include the Nov. 18 reports of Chmn. Otto Brändt & Pres. Norman E. Cash, and showing of a new TvB presentation, "The Progress of Discontent." TvB's board will meet Nov. 15; the sales advisory committee, Nov. 16. The Nov. 17 membership meeting, at the Waldorf-Astoria Hotel, will feature discussions of sales problems with representatives of major agencies & advertisers.

Newspaper payola, reportedly paid to sports writers by boxing promoters, is being investigated by the Senate Judiciary Anti-Trust & Monopoly Subcommittee headed by Sen. Kefauver (D-Tenn.). A Subcommittee spokesman confirmed that its probes of fixed fights & underworld influences in boxing have been broadened to include rumors that newspapermen have been on promoters' payrolls.

Federal conciliators met last week with representatives of KXTV Sacramento and NABET in an attempt to reach a settlement of the strike against the Corinthian station which began Sept. 26 (Vol. 16:44 p10). NABET has withdrawn its unfair labor-practice charge against the station, and it was dismissed by NLRB "without prejudice." In addition to 32 NABET members, 10 AFTRA members are striking against the station.

## Networks

CBS Inc. was cleared of monopoly charges last week in Washington by a Court of Appeals decision rejecting a \$4-million-plus anti-trust damage suit by Lou Poller, who claimed the network put his WCAN-TV (Ch. 25) Milwaukee out of uhf business in 1955. In a majority opinion written by Chief Judge Wilbur K. Miller, Judge George T. Washington dissenting, the Court turned down Poller's appeal from a 1959 district court ruling against him in the case (Vol. 15:24 p7). Poller's triple-damage suit stemmed from CBS Inc.'s 1955 purchase of WXIX (Ch. 19) Milwaukee and cancellation of the network's affiliation with WCAN-TV. Four years later WXIX itself shut up shop. Judge Miller wrote that the majority found "no monopoly or attempt [by CBS] to monopolize, but instead an unsuccessful attempt to compete with other Milwaukee stations." As for Poller's claim that he was hurt by CBS, Judge Miller said any injury he did suffer "was caused by his improvidence in contracting for elaborate equipment to meet the requirements of a firm [CBS] affiliation he knew he did not have." In his dissent, Judge Washington said "proof of Poller's claims will not be easy" but that Poller at least "is entitled to go on trial."

### NETWORK SALES ACTIVITY

#### ABC-TV

Walt Disney Presents, Sun. 6:30-7:30 p.m., parts. eff. Dec.  
*Columbia Pictures* (Donahue & Coe)

#### CBS-TV

CBS Reports, Nov. 25, Dec. 10 & 29, full sponsorship.  
*Philip Morris* (Leo Burnett)

#### NBC-TV

Inauguration Day package, Jan. 20, 11 a.m.-noon, aft.  
parade, 11:30 p.m.-midnight, full spon.  
*Purex* (Edward H. Weiss)

25 Years of "Life," Thu. Mar. 2, 9:30-11 p.m., full spon.  
*Life Magazine* (Young & Rubicam)