

a beginning.

▪ Arthur Gilbert, FCC engineer in charge of the Southeast region, urged broadcasters to see him when they have problems. He ran through a list of technical faults which, he said, seems to be consistently troublesome throughout the area.

## Changing hands

**ANNOUNCED** ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ **WDOK-AM-FM** Cleveland, Ohio: Sold by Frederick C. Wolf and associates to Transcontinent Television Corp. for \$1.4 million (CLOSED CIRCUIT, Nov. 20). TTC, which has just disposed of its WROC-FM-TV Rochester, N. Y., for \$6.5 million (BROADCASTING, Nov. 20), announced that Mr. Wolf would be retained in a management capacity. TTC operates WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif., and KERO-TV Bakersfield, Calif., and owns 60% of WNEP-TV Scranton, Pa. WDOK, founded in 1950, operates full time with 5 kw on 1260 kc. Broker was R. C. Crisler & Co.

▪ **KVLG** LaGrange, Tex.: Sold by Colorado Valley Broadcasting Co. to Vernon R. Nunn, general manager of

WIZZ Streator, Ill., for \$49,500. KVLG operates with 250 w daytime on 1570 kc. Broker was Patt McDonald Co.

▪ **WKLE** Washington, Ga.: Sold by H. L. Webster and associates to J. S. Carter, Gastonia, N. C., and J. Norman Young, manager of WEGO Concord, N. C., for \$45,000. WKLE, founded in 1955, operates daytime only on 1370 kc with 1 kw. Broker was Paul H. Chapman Co.

▪ **KUTY** Palmdale, Calif.: Sold by Harold Singleton to Pat Michaels Organization for \$100,000. Mr. Michaels is a newscaster for KLAC-TV Los Angeles. Mr. Singleton also owns 50% of KITN Olympia, 16⅓% of KORD Pasco and 14% of KITI Chehalis, all Washington. KUTY is a 1 kw daytimer on 1470 kc. It holds a construction permit for 5 kw. Broker was Jack L. Stoll & Assoc.

**APPROVED** ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 90).*

▪ **WMNS** Olean, N. Y.: Sold by Donald W. Merriman and associates to H. C. Mosch, J. C. Gleason, F. K. Reed and W. C. Goodlet for \$110,000. Mr. Reed has an interest in WFRM Coudersport, Pa.

## PUBLIC RELIANCE ON TV Towns hit by Hurricane Carla give tv highest media score

Television rated highest among the media for weather news during the Hurricane Carla emergency, according to the findings of an independent research study commissioned in Galveston and Houston three weeks after the disaster.

The findings were revealed by C. Wrede Petersmeyer, president of the Corinthian Broadcasting Corp., at a New York conference on the role and responsibilities of television during national and regional emergencies. The conference, moderated by Mr. Petersmeyer, included Colonel Barney Oldfield, chief of information for the North American Air Defense Command (NORAD), Paul Kutschenreuter, assistant chief for technical services for the U.S. Weather Bureau, and Anthony Wiener, senior staff member of the Hudson Institute.

Mr. Petersmeyer pointed out that not only did some two thirds of the respondents rely on television over other media for their weather news but that as the storm crisis increased, respondents switched "overwhelmingly" from other media to tv.

KHOU-TV Houston, played a key role in the emergency, setting up a tv camera in the Galveston Weather Bureau and fed live telecasts throughout the emergency period (BROADCASTING, Sept. 18). The station was cited by many respondents for its service during the disaster.

The survey's general conclusion was that television had performed the "most complete factual job of informing the public at the height of Carla." Even community leaders, traditionally newspaper-oriented, relied on tv for their storm information.

## Goods-for-time trading up 32%, reports Reiner

A survey of 200 radio and television stations by S. J. Reiner Co., Mineola, N.Y., shows that trading of merchandise for open spot time on stations has increased 32% from 1960.

The Reiner organization, which specializes in what it calls "reciprocal trading," uncovered the following uses of merchandise by the stations it surveyed: 72% use merchandise as prizes for station promotion contests; 28% use it in internal incentive programs; 34% use imprinted items in promotional mailing and as convention giveaways; 26% present selected items to prominent industrial or civic leaders; 23% add it to station-sponsored charitable or public functions; 52% use "low ticket"

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