

mission hearing.

Philadelphia Television Broadcasting Co., permittee of WPHL-TV Philadelphia on channel 17, stated that all of Suburban's systems would be located in communities within WPHL-TV's grade B contour. The experiment, according to WPHL-TV, would cause the station economic harm through the loss of a substantial number of viewers and advertisers.

Federal agencies probe attack on WNHC

Triangle Stations spokesman said last week that a sudden, unexplained "attack" on the WNHC New Haven, Conn., transmitter site that knocked the station off the air for 11 minutes on July 25, was still under investigation by authorities.

Three bullets were fired from the street, hitting the site on Front Avenue in West Haven. The incident occurred sometime after 10 p.m., it was reported. One bullet passed through the window of the control room, narrowly missing an engineer but hitting the main control panel and knocking the station off the air temporarily. The station switched to its emergency transmitting equipment. Federal agencies are probing the shooting, Triangle said.

Examiner disagrees with FCC hearing policy

An FCC hearing examiner found he couldn't follow an FCC policy adopted last year—a policy that attempted to minimize the importance of program proposals by applicants.

Hearing Examiner Millard F. French recommended a grant to Chesapeake Engineering Placement Service Inc. seeking to operate on channel 45 in Baltimore and denial of Erway Television Corp.'s application for the same facilities.

Mr. French found Erway had a slight preference for diversification, that the two applicants were on equal ground on integration and that Chesapeake had a preference for engineering coverage and its past broadcast record.

"The decisive and controlling preference, however, is in the area of programming and operating proposals where the record amply demonstrates a superiority of the Chesapeake applicant," Mr. French said.

The FCC's policy statement on comparative hearings, issued in July 1965, was an effort to clarify and provide consistency in the decision-making process in comparative hearings (BROADCASTING, Aug. 2, 1965). It stressed diversification of control of mass media,

local ownership and integration of management and ownership as the key factors in the process. Program proposals were downgraded in importance, as were experience and past broadcast record.

Regarding the programming factor Mr. French noted that Chesapeake proposed a broad coverage of the Baltimore area's needs while Erway contemplated broadcasting 35% of its programming as travel information and documentaries.

According to the examiner, Chesapeake proposed one-and-one-half hours of religious programming each Sunday for the three major faiths, whereas Erway's religious efforts consisted of a five-minute nightly program at sign-off.

Mr. French also noted that Erway planned to offer approximately 60 minutes of its schedule as promotional previews of future programs and would provide no agricultural programming. From his findings Mr. French concluded "it is obvious that Erway's original attempt to determine or ascertain the broad needs of the Baltimore community was of limited scope."

He considered "decisive and controlling" Chesapeake's programming and proposed weekly schedule of over 102 hours. Erway offered only a 28-hour weekly schedule, he noted.

6.7 million U.S. homes have color television

There were 6,780,000 color-TV households in the U. S. as of July 1. This is 12.3% of all U. S. TV households.

The new estimate of color-TV circulation is provided today (Aug. 8) by Hugh M. Beville Jr., NBC's planning vice president. NBC reports the household count quarterly.

Color-TV households have been rising steadily. On April 1, the figure was 11% and on Jan. 1, 9.6%. A year earlier (Jan. 1, 1965) it was 5.3%.

Mr. Beville said that accelerated rates of production and sales appear to reaffirm his earlier prediction of a color-TV audience approaching 10 million homes by the end of 1966. He said he discounted recent component supply problems as temporary and not likely to have serious effects on the yearend total.

Changing hands . . .

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 88).

■ WABR Winter Park, Fla.: Sold by Contemporary Broadcasting Co. to

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