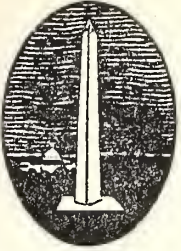


CPD - all attys.



HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinel, Editor

Founded in 1924

NATIONAL BROADCASTING
LEGAL DEPARTMENT
RECEIVED

MAY 21 1948

INDEX TO ISSUE OF MAY 19, 1948.

FCC O.K. Of CBS-Washington Post Capital Deal Held Certain.....	1
Brewer Adds Another FM To Growing Mass. Radio, News Domain.....	2
Stassen-Dewey Debate Is Contrast To That Of Lincoln-Douglas.....	3
State Dept. Press Greek Inquiry Re CBS Correspondent Murder.....	4
Use Of Common Antenna To Be Permitted.....	5
NAB Convention Gets Under Way; Radio Code Taken Up.....	6
RMA Reports On 1947 TV Distribution.....	7
Gen. Taylor Says His FCC Appointment Purely Speculative.....	7
WFIL Silenced By "Sabotage"; Union Sues Paper On Radio Story.....	8
Mutual's "Newsreel" Cited Favorably By Radio-Television Critics...	8
Trammell Statement Re Mullen Resignation; Smith To Head NBC TV....	9
World Trade And Communications Statement By FCC Chairman.....	9
WCAU-TV Begins Regular Schedule May 23; WCAU-FM Increased Power..	11
To Consider Amendment Re Radio Correspondents' Membership In NPC..	11
WJZ-TV Will Go On The Air In August.....	12
Buffalo Churchgoers See Televised Consecration Of Bishop.....	12
Scissors And Paste.....	13
Trade Notes.....	15

Handwritten signatures and initials at the bottom left of the page.

May 19, 1948

FCC O.K. OF CBS-WASHINGTON POST CAPITAL DEAL HELD CERTAIN

With Wayne Coy, formerly connected with the Washington Post, and now Chairman of the Federal Communications Commission, the chances are believed good for FCC approval for permission to build and operate a television station on Channel No. 12, thus expanding and further developing radio and television services in Washington.

The FCC will be asked for approval to transfer the WTOP license and the construction permit for WTOP-FM to a new corporation, to be owned 55 percent by the Post, and 45 percent by the Columbia Broadcasting System. This corporation will operate WTOP, the CBS 50,000 watt AM station in Washington, WTOP-FM, and a television station, providing the FCC will grant authority for construction and operation of a television station on Channel No. 12.

Applications are being prepared for prompt submission to the FCC. All plans are contingent upon FCC approval.

On completion of the transaction the Columbia Broadcasting System will continue to operate a Washington news staff and Washington office for the service of the network.

Commenting on the announcement, Frank Stanton, President of CBS, said, "The entry of the Washington Post into large-scale radio operations in the nation's capital constitutes an outstanding contribution to the sound expansion of radio broadcasting. The management of the Post is universally recognized for outstanding position of leadership in the newspaper field, and with its prior experience in radio will bring exceptional talents in all important developmental years immediately ahead.

Phillip L. Graham, President and Publisher of the Washington Post, said, "We are pleased to become associated with the Columbia Broadcasting System in providing an expanded broadcast service in Washington. With Columbia's long and enviable record in radio, and extensive experience in television, we look forward to rapid development of an outstanding public service in these fields."

It is contemplated that, upon completion of the transaction, The Washington Post will dispose of its presently owned radio stations, WINX and WINX-FM in Washington. It was only last week (as carried in our May 12 issue) that WINX announced it was now using three 250-watt transmitters to more adequately cover the metropolitan D.C. area. This attracted wide interest as it is the first operation of its kind in the country and more or less establishes it as a network. WINX moved its main transmitter from downtown Washington to Arlington, Va., across the Potomac, and established its other boosters at its downtown site and at Rock Creek Park in the Chevy Chase-Bethesda-Silver Springs area of Maryland. WINX claims its nighttime coverage has been increased about 200% via the booster system.

X X X X X X X X

BREWER ADDS ANOTHER FM TO GROWING MASS. RADIO, NEWS DOMAIN

There were big doings on Cape Cod when Basil Brewer, dynamic New England broadcaster and publisher (who apparently not many know really hails from President Truman's native State) added another FM station to his streamlined little group of Massachusetts radio stations and newspapers. This time it was WCOB-FM (94.3 meg.) at West Yarmouth.

In addition to this, Mr. Brewer, now has WOCB, standard wave station at West Yarmouth, WNBH, at New Bedford, and WNBH-FM, plus two live newspapers - the New Bedford Times and the Cape Cod Standard Times.

In the dedication of WOCB-FM dignitaries of State, County and towns brought greetings and congratulations at a program in the West Yarmouth studio.

Acclaimed as further proof of the booming assets of the Cape and Islands, the station broadcast the program on both its AM and FM facilities.

A studio audience heard Governor Robert F. Bradford describe the event as "a symbol of the leadership and ingenuity which long ago placed Massachusetts in the forefront of industrious and prosperous States."

A switch activating the FM transmitter was thrown at 2:30 P.M. by State Senator Edward C. Stone of Oyster Harbors, who hailed the inauguration of FM as a proof of the owner's faith in the future.

Saluting the new station, Governor Bradford said:

"The inaugural of Radio Station WOCB-FM, serving Cape Cod, Nantucket and Martha's Vineyard with the most advanced method of radio broadcasting, is an occasion in which I am very proud to participate.

"I see in this new enterprise a symbol of the leadership and ingenuity which long ago placed Massachusetts in the forefront of industrious and prosperous States and has kept her there since . . . Unlike some of the younger members of this nation, Massachusetts' wealth is not in its unexplored acres of its untapped physical resources, but in our ability to 'make the best with what we have', a philosophy which, as World War II demonstrated, is certain to win over all obstacles.

"Our greatness lies in the skills and character of our people, the excellence of the Commonwealth as a place in which to live and develop, and the overall skill with which we employ these incomparable assets.

"WOCB-FM represents a development particularly appropriate to this combination. The Cape and Islands are famed for the tried and proven character of their residents and for the beauties that nature bequeathed their sea-bordered shores. The forebears of your people carried to the world the rugged honesty and self-reliance and physical fortitude. Blended with these has been the growing artistic and

literary free expression of their descendants and of thousands of Summer visitors.

"I commend Basil Brewer, owner of WOCB-FM for the foresight and leadership which have made this occasion possible. Southeastern Massachusetts has taken another stride along the path of progress, and I extend my best wishes to WOCB-FM for a long and useful existence."

David J. Shurtleff is the new Manager of Station WOCB-FM.

X X X X X X X X X X X X

STASSEN-DEWEY DEBATE IS CONTRAST TO THAT OF LINCOLN-DOUGLAS

Whereas it took weeks and months for the now famous Lincoln-Douglas debate to filter through the country, that of Governor Thomas E. Dewey and ex-Governor Harold E. Stassen was brought instantly to probably millions of people in their nation-wide radio hour-long debate on communism last Monday night (17) via the radio.

According to whose side you were on, might have swayed your opinion as to who won the debate but in the opinion of most people, it seemed to come out pretty nearly a draw. The actual decision as to who brought forth the best points of the issue under consideration, namely, "Shall the Communist Party in the United States Be Outlawed?" won't be handed down until Friday, when 300,000 or so Republicans are eligible to cast primary ballots in Oregon.

Both Republican candidates for President made good impressions over the air and appeared very much at ease and natural.

Mr. Stassen contended last night (May 18) in a speech to an audience in Roseburg, Oregon, that the "combination of opposition has directed its full force on this Oregon primary. An unprecedented amount of newspaper advertising, billboards, radio time, paid campaign workers, and contacts, have put on a tremendous opposing campaign."

The Communist party's request Tuesday (18) for free radio time in which to reply to views brought up in the debate Monday night between Governor Dewey and Harold Stassen, received a prompt consent from the Mutual Broadcasting System.

The same request to the American Broadcasting Company, another network that carried the debate, "probably" will be acted upon today (19), a spokesman said. The National Broadcasting Company, which also put the debate on the air, said it had received no request for time.

Mutual offered the half-hour tonight (19) from 10 to 10:30 when "Opinionaire" is carried. Since the program presents issues through debates, the party's speakers would meet opposing views, and while the time was accepted by the Communist party, at this time the speakers who would present the "pros" and "cons" on the subject of the Mundt-Nixon bill.

X X X X X X X X

STATE DEPT. PRESS GREEK INQUIRY RE CBS CORRESPONDENT MURDER

George Polk, whose trussed-up body was found floating in the bay off Salonika, Greece, last Sunday, had formerly been employed as a correspondent by The New York Herald Tribune and covered the White House and State Department, which latter department is seeking to find an explanation from Greece for his brutal murder. Mr. Polk was a correspondent for the Columbia Broadcasting System overseas.

Officials of the CBS said that every effort would be made to uncover the facts of Mr. Polk's death. Davidson Taylor, Vice-President of the System, ordered Winston Burdett, CBS correspondent in Rome, to fly to Salonika and make an independent investigation.

Frank Stanton, President of the radio chain, and William S. Paley, Chairman of the Board, sent messages of condolence to Mr. Polk's mother, Mrs. A. R. Polk of Kirkwood, Mo., and made arrangements to fly her to Athens, where her son is to be buried.

Constantin Rentis, Minister of Public Order, posted a reward of 25 million drachmae (about \$25,000) on Monday for information leading to the arrest of the slayers of Mr. Polk.

Authoritative sources said the police were working on the theory that Mr. Polk made contact with the Communist underground in Salonika and spent several hours in a Communist hideout before he was shot and dumped into the bay. It is understood that he received several threatening messages.

The Columbia Broadcasting System has just issued some excerpts from the last dispatch (May 4) received from George Polk, which are as follows:

"The Greek situation is neither all black nor all white. Certainly, in comparison with Soviet-dominated Balkan countries, Greece is wonderfully free. Yet, judged by United States standards, Greece is sadly lacking in some of Democracy's better features. Perhaps the best descriptive color for Greece is grey.

"It is only fair to report, that for a country fighting a civil war, Greece enjoys remarkable freedom. Yet Greece is in the grip of politicians who are amazingly unwilling to serve anybody except themselves. Black market dealings constitute one of the biggest businesses in the country.

"As an example of how the Greek government really feels about freedom of the press, there's the interesting case of a Dutch correspondent whose legation in Athens recently applied for a visa for him.

"The Greek Press Ministry granted the visa, but bluntly informed the Netherlands legation that 'one unfriendly' story from the Dutch reporter and he'd lose his visiting permit. The moral is just that Holland is not providing funds to Greece, and money talks in Greece as elsewhere.

"I don't think the Greek government would dare interfere officially with an American correspondent - at least not at present. So the Greek government looks differently to different people.

"Lacking official guts to attack us openly, the Greek officials are working behind the scenes to get certain American reporters transferred, or fired, etc. For example, I've never been reproached by the numerous Greek Press Ministry officials whom I see constantly. Yet, the Greek Press Ministry has been actively seeking to discredit me for some time.

"In my opinion, a reasonable United States attitude, in view of the practical circumstances, would be to accept the sovereign Greek government as it is, cooperate with it for mutual advantage, and not mention the gobbledegook about Greek democracy.

"The alternative to such a realistic United States attitude is to mean what we say about Greek democracy which is obtainable only by forcing major changes within Athens political circles. If such an alternative attitude is adopted, we would have as allies about six and three-quarter millions out of seven million Greeks. Certainly American policy in Greece is not fooling the Greeks. They know this East-West war, and they are in the front lines.

"Certainly, likewise, American policy in Greece is not fooling the Russians. Certainly, American policy in Greece is not fooling American reporters. That leaves only the American people to be fooled on what and why the United States is active in Greece.

"I think it is time that the nonsense of fooling Americans ceased. One thing is clear . . . where there is so much smoke, fanned by so many reporters, there's hot fire."

X X X X X X X X X

USE OF COMMON ANTENNA TO BE PERMITTED

The Federal Communications Commission last week ordered that its rules and regulations with respect to the use of a common antenna by one or more standard broadcast stations or by one or more standard broadcast stations and a station of any other class of service, be amended to permit the simultaneous use of the same antenna or antenna structure. The new rule is effective June 21st.

Prerequisites to an authorization for simultaneous use are:

- 1) Submission of complete verified engineering data showing that satisfactory operation of each station will be obtained without adversely affecting the operation of the other station.
- 2) Compliance with Section 3.45 (a) and (b) of FCC rules with respect to the minimum antenna height or field intensity for each standard broadcast station concerned.

In what the stations believed was the first arrangement to take advantage of the change, WQQW, Washington, D. C., and WFAX, Falls Church, Va., announced plans for common use of WQQW's AM tower at Falls Church.

X X X X X X X X

Announcement of the winners of the WOR-New York Herald Tribune High School Journalism Award will take place on Friday, June 11. Winners of the journalism contest are to be guest reporters of Station WOR and the New York Herald Tribune at the Republican and Democratic Conventions in June and July.

X X X X X X X X

NAB CONVENTION GETS UNDER WAY; RADIO CODE TAKEN UP

One of the highlights at the opening session of the 26th Annual Convention of the National Association of Broadcasters, was the discussion of adoption of the "Standard of Practice" - a code for radio station operators. During the past two years there has been much discussion and controversy over this code of ethics for broadcasting which has been somewhat changed from its original form to its present one. Judge Justin Miller, President of the NAB, reiterated a warning that lack of self-regulation by the industry might lead to Government regulation and even Government broadcasting.

Restriction on the frequency of commercial announcements is one of the big issues in the code. The draft code, a product of protracted revision and compromise, calls for the avoidance in news broadcasts of sensationalism and unnecessary morbid details, inappropriate advertising sponsorship and commercials intermingled with news.

There was so little dissent at the open forum held Monday (May 17) that Ted Cott of Station WNEW, New York, offered a resolution urging the Board of Directors to adopt the code at a meeting today (Wednesday). The resolution was adopted by a voice vote.

The New York Times writes about the radio code editorially as follows:

"Acceptance of a new code of standards by the membership of the National Association of Broadcasters, meeting in convention in Los Angeles, must be viewed with mixed emotions. As a gesture toward self-regulation and self-improvement, it can be welcomed as a step far preferable to further government regulation of radio programming. But as a real effort to clean radio's house of the abuses of excessive commercialism, it will mean very little to the average listener.

"Consideration of the code started more than two years ago in the wake of widespread criticism of radio's subservience to the advertising plug. Originally, a strong code with effects noticeable to the listener was proposed, but under the pressure of diverse interests, it was steadily weakened. The version offered in Los Angeles now substantially affirms the status quo in broadcasting, and indeed, in many particulars, is less stringent than the standards followed by the more progressive individual stations and networks. An added weakness is that the NAB has made no provision for the enforcement of its own code.

"But the code's chief importance lies less in the words that the NAB has put on paper than in its intangible effects on broadcasting. Certainly the mere fact that the radio broadcasters, in drawing up a code, have had to subject themselves to self-criticism and self-analysis is a healthy and constructive move for so influential an industry. But the danger comes if the broadcasters, having finally agreed on a measure, now believe that their job is finished. The pursuit of higher standards must be a continuing function of a medium having access to the nation's ear and mind.

RMA REPORTS ON 1947 TV DISTRIBUTION

A total of 162,181 television receivers were shipped to 21 States and the District of Columbia during 1947, the Radio Manufacturers' Association revealed Monday, May 17, in the first authoritative industry report on the distribution of TV sets among TV broadcasting areas.

About half of these TV sets were shipped to the New York-Newark area, including suburban communities. New York City received 56,645 and Newark 22,158 to rank first and second on the list of cities to which RMA manufacturers shipped sets. Philadelphia came third with 18,923 receivers, and Chicago was fourth with 13,723.

Actual shipments of television sets during 1947 fell below the approximately 178,500 receivers manufactured, the RMA report pointed out, the difference being accounted for largely by TV sets held in factory inventories at the end of the year.

The RMA intends to issue quarterly reports on television set distribution during 1948. During the first quarter of this year 118,027 TV sets were manufactured by RMA member-companies, bringing the total production since the war to more than 300,000 as of April 1st. Only 6,476 TV sets were made in 1946.

X X X X X X X X X X

GEN. TAYLOR SAYS HIS FCC APPOINTMENT PURELY SPECULATIVE

Brig. Gen. Telford Taylor, American chief prosecutor at the Nuernberg war crimes trials, and former General Counsel of the Federal Communications Commission, who has just recently returned to this country, said in a press conference called to announce the imminent closing of the special war court, that he believes a permanent world court should be set up to handle any such cases in the future.

The former Washington attorney, in a press interview, said that conduct of the war trials at Nuernberg proved the special court was "abundantly fair" despite published criticism that the trials were "a moral fraud" which set up a precedent for "a war winner's court" to try war losers.

General Taylor will return shortly to Nuernberg for completion of the four remaining trials. He said eight cases have been finished and the last four, dealing with war-making charges, will be ended in two or three months.

He also said he will resign from the Army, probably next Fall, after his work is completed and his final report is made, and that he had no personal plans upon closing of the court other than to "return to civil life". He termed public reports he'd return to a high post in the Federal Communications Commission as "purely speculative" and that he had not been asked by the White House to become a member of the FCC.

X X X X X X X X X

WFIL SILENCED BY "SABOTAGE"; UNION SUES PAPER ON RADIO STORY

Officials of the radio station WFIL, in Philadelphia, said Monday, May 17, that the main cable linking its downtown studios with a suburban transmitter was cut Sunday night in what they described as "a deliberate case of sabotage", according to an Associated Press report.

Both WFIL and Station KYW were cut off the air at 8 P.M., EST. KYW was able to resume normal operations in less than two minutes by means of a spare cable. WFIL, however, was off the air for 11 minutes and was forced to transmit musical transcriptions for an additional two hours and seven minutes before resuming scheduled broadcasts over the American Broadcasting Company system.

WFIL has been operated by supervisory employees since May 1 when 43 engineers, members of the American Communications Association (CIO), left their jobs. Station officials described the strike as a jurisdictional dispute, while union officials said it was a wage dispute.

Roger W. Clipp, General Manager of WFIL, issued this statement:

"This is obviously a deliberate case of sabotage. WFIL is offering a reward of \$2,500 for information leading to the arrest and conviction of the saboteur or saboteurs responsible for this interference with American broadcasting."

Yesterday (May 18), two officials of the American Communications Association (CIO) filed a U. S. District Court libel action asking \$100,000 damages each. Union President Joseph P. Selly and secretary Joseph Kehoe filed the suit against Triangle Publications, Inc., its divisions - the Philadelphia Inquirer and Radio Stations WFIL and WFIL-TV and WFIL General Manager Roger W. Clipp. Basis of the action is the Inquirer's story of the cable circuit break Sunday night which interrupted programs of WFIL.

X X X X X X X X X

MUTUAL'S "NEWSREEL" CITED FAVORABLY BY RADIO-TELEVISION CRITICS

The "Mutual Newsreel" week-day program (9:15 to 9:30 P.M., EDT), designed specifically to report the voices of the people all over the world as they make the news, has been cited by the Radio-Television Critics Circle of New York as a "new development in news presentation". The citation was noted in the first annual report of the organization, which covered broadcasting operations by the four major networks and several key independent stations.

Recognition of the "Newsreel" technique by the Critics stems from the efforts of all Mutual personnel involved in its week-day presentations, from A. A. Schechter, MBS Director of News and Special Events who developed the show, to the MBS news men and reporters in affiliated stations throughout the country, to accent the "voices in the news" for each broadcast and to minimize narrative reports. The voices of dozens of headline making personalities - the President of the United States, King George VI of England, Prime Minister Atlee, UN officials, etc., have been heard regularly on "Newsreel".

X X X X X X X X X

TRAMMELL STATEMENT RE MULLEN RESIGNATION; SMITH TO HEAD NBC TV

The National Broadcasting System last Saturday announced that Carleton Smith, former WRC Washington General Manager, has been named Director of all NBC television operations. This past February he was made Manager of the NBC television department in New York.

Mr. Smith's new post is the result of realignment of executives' duties within the network following the resignation of Frank E. Mullen, Executive Vice-President, who has accepted the presidency of the Goodwill Stations (WJR, Detroit, WGAR, Cleveland, and KMPC, Los Angeles), as reported in our issue of May 12th.

The following statements of Mr. Trammell and Mr. Mullen are of interest:

"It is with genuine regret that I announce the resignation of Frank E. Mullen, Executive Vice-President, effective July 1, 1948", Mr. Trammell stated. "Mr. Mullen became associated with NBC at the time of its organization in 1926. He joined the Radio Corporation in 1934, where he was elected Vice-President in 1939. In 1940, Mr. Mullen re-joined the National Broadcasting Co. as Vice-President and General Manager and in 1946 was named Executive Vice-President. Mr. Mullen has contributed materially to the success of the company during his association with NBC and his resignation will be received with the feeling of definite loss to his many associates and friends within and outside the company."

The text of Mr. Mullen's statement upon his resignation is as follows:

"My decision to leave the National Broadcasting Company to which I have devoted almost 22 years of my life, was, of course, a difficult one to make. Those years have been fruitful and rewarding to me and I take great pride in the National Broadcasting Company's success as the nation's outstanding medium of service to the public.

"I have enjoyed particularly my close association with General David Sarnoff and Niles Trammell and wish to express my appreciation of their constant cooperation and assistance in making my work effective.

"Since I am continuing in the field of broadcasting I am confident that our common aim to be of still greater service to the American public will bring us together on many future occasions. I am deeply conscious of the constant cooperation and loyalty of all my associates and fellow workers in the company and to them I say a special word of thanks and appreciation."

X X X X X X X X X X

WORLD TRADE AND COMMUNICATIONS STATEMENT BY FCC CHAIRMAN

Wayne Coy, Chairman of the Federal Communications Commission, last week issued the following statement in connection with the observance of World Trade Week, May 16 to 22:

World trade, which has always relied heavily on communications, will shortly feel the welcome stimulus of modernized international agreements and procedures in the communications field.

Fifteen international radio conferences are being held this year.

America is taking a leading part in these conferences to obtain international cooperation necessary to achieve a stepped-up tempo in our communications systems.

A brilliant beginning in this modernization program was made at Atlantic City during the Summer of 1947 when 1000 delegates representing 78 nations successfully concluded the World Telecommunications Conference. The delegates there discarded the previous illogical system of allotting frequencies among the various nations and fixed upon a plan to perform this vital service by engineering principles.

Other necessary steps to carry forward the work of the Atlantic City conference are being taken in other international conferences. In the end, aviation, high frequency broadcasting, shipping, overseas radiotelephone and radiotelegraph will be enabled to make maximum use of the powerful tool of communications. Heretofore this has been impossible. The need for this type of international cooperation has been especially urgent because of the phenomenal wartime technical developments in the communications field.

The first of these conferences to carry forward this work is now being held in Geneva and probably will last two years. This is a meeting of the Provisional Frequency Board whose job will be to draw up the first edition of the new International Frequency List for shipping, radiotelephone and radiotelegraph. A frequency assignment plan for the aeronautical mobile service will be drawn up at another conference also scheduled for Geneva.

A conference on high frequency broadcasting is scheduled for Mexico City for October. While some other nations employ those high frequencies for domestic broadcasting, the United States employs them only for international Broadcasting.

The World Aeronautical Conference and the High Frequency Conference will recommend frequency assignments to the Provisional Frequency Board. The Board will transmit these recommendations together with the plans for the fixed and shipping service recommendations to a special administrative conference at Geneva. That conference will pass on the work of the board and decide on the date the new International Frequency List is to become effective. An effort is being made to put the list into effect by September 1 of 1949.

The successful conclusion of these various conferences will be reflected in heightened efficiency in worldwide communications and the resultant impetus to world commerce.

In addition, these numerous and varied conferences, achieving this high degree of cooperation, provide a timely reminder of what can be accomplished when men of good will gather around the table and strive sincerely to settle their common problems in a spirit of helpfulness and compromise.

X X X X X X X X X

WCAU-TV BEGINS REGULAR SCHEDULE MAY 23; WCAU-FM INCREASES POWER

WCAU-TV tees off its regular program schedule next Sunday (May 23) with eleven hours of continuous television fare as it celebrates the event with an "Open House" day.

Festivities get underway at 11:25 A.M. with a short introductory program and continue through 10:00 o'clock that night. WCAU-TV's day by day schedule goes into operation the following day, Monday, May 24.

The Columbia Broadcasting System will salute its new Philadelphia affiliate with a full hour program from New York, during the 9:00-10:00 period. And the day comes to a close with a special "Good Night" show at 10:00 o'clock.

WCAU-TV will operate on a 28 hour week minimum initially, with the program schedule being constantly expanded.

An all out promotional and advertising campaign is being used throughout the Philadelphia area to help launch the television operations of WCAU-TV.

The Philadelphia Bulletin, parent company of the new station, is releasing a special 24 page television supplement in Sunday's issue to commemorate the event. The issue gives a history of WCAU-TV, tells about its programs and covers the television field in general. No attempt was made to confine the supplement to WCAU-TV copy and emphasis has been placed on the over-all television picture.

WCAU-FM increased to an effective radiated power of 10 kilowatts last Saturday (May 15) when it began operating from its new tower atop the Philadelphia Saving Fund Society Building in downtown Philadelphia.

The power increase from 3 KW, plus the new 737' tower is expected to send the WCAU-FM signal over a wide area of the eastern seaboard. The FM antenna is placed on the same tower which is used for the station's new television outlet, WCAU-TV.

X X X X X X X X X

TO CONSIDER AMENDMENT RE RADIO CORRESPONDENTS' MEMBERSHIP IN NPC

The Board of Governors of the National Press Club has called a special membership meeting for Friday, May 28, 1948, to consider an amendment to the NPC Constitution regarding membership classification of radio correspondents.

The amendment follows the general lines of a proposal approved by a heavy majority of members voting in previous mail referendums. The affirmative vote in these instances was, however, less than the required 51 per cent of the active membership.

Since then, in compliance with a resolution adopted at the last membership annual meeting, a special committee has made a care-

ful study of the proposal and submitted its recommendation. This, in turn, has been studied by a special committee of the Board and the full Board membership, to perfect and clarify the amendment.

The Board has unanimously agreed that Section 2 of Article III should be amended and makes the following statement of intent:

1. The amendment covers only those whose principal work in radio, television and facsimile is comparable to news reporting, news photography, and news editing, including supervisory editing up to the level of managing editors and executive editors in the newspaper field.

2. The amendment does NOT cover owners or advertising employees of radio stations, nor would it include persons who merely broadcast news which has been gathered, written, and edited by others.

3. Reporters and editors employed by news services furnishing news for radio, television, and facsimile transmission are included under this amendment.

X X X X X X X X X X X

WJZ-TV WILL GO ON THE AIR IN AUGUST

The American Broadcasting Company last Friday completed arrangements for the location of the television transmitter of WJZ-TV, New York key outlet of the network, atop the Hotel Pierre, at Fifth Avenue and 61st Street, it was announced by Robert E. Kintner, Executive Vice President of the network. WJZ-TV will go on the air in August.

Construction of an ultra-modern television transmitter and antenna has already begun, Mr. Kintner said, and will be completed well in time for the opening of WJZ-TV in August, thus enabling ABC to transmit its television signal from one of the most strategically located points in Manhattan.

The agreement for use of the new WJZ-TV site was negotiated between Frank Marx, ABC's Vice President in Charge of Engineering, and Ira Hirschmann, President of Metropolitan Broadcasting and Television, Inc. WABF has since 1942 used the Hotel Pierre as its transmitting site and will continue to operate atop the Pierre roof as the lessor of part of its space to the American Broadcasting Company for their television transmitter operations.

X X X X X X X X X X

BUFFALO CHURCHGOERS SEE TELEVISED CONSECRATION OF BISHOP

A mass installation of television received in 30 Episcopal churches in Buffalo and surrounding towns enabled thousands of church members attending special services to witness the first televised consecration of a Bishop on May 13, when Station WBEN-TV televised the enthronement of Dr. L. L. Scaife as seventh Bishop of the Episcopal Diocese of Western New York. An estimated 30,000 people witnessed the consecration by television. The two hour ceremony was televised from St. Paul's Cathedral, Buffalo, and carried throughout WBEN-TV's service area, it was announced by Bickford Brothers Company, RCA Victor television receiver distributors in the Western New York area.

X X X X X X X X

::: SCISSORS AND PASTE :::
::: SCISSORS AND PASTE :::
::: SCISSORS AND PASTE :::

Give Away Curse
(by Jack Gould, "New York Times")

Radio's determination to give things away reached a new high in absurdity last Sunday on the "Stop the Music" program. A grandmother in Providence, R.I., received \$18,500 in prizes for repeating the title of a "mystery" song which previously had been identified in newspapers from coast to coast. It was the lushest bank night on the air in a couple of weeks and the saddest commentary yet on the latest development in "programming".

In its frenzy over contests and giveaways, radio is taking the easy if precarious way out of its dilemma. Desperately in need of new excitement in programming, it has adopted the press agent's oldest stratagem of strewing coins on the street to attract a crowd.

If you cannot win a Hooper rating with a performance, you can always go out and buy it with a bushel basket of greenbacks. That radio is now doing with blithe disregard for where it is going.

Only a few years ago the \$64 question was considered something special in radio contests. Now that is barely an ante to get into the game; yesterday's jackpot for a winner is today's consolation prize for a loser. * * *

In allowing its kilocycles to be used for the distribution of free pottage, radio clearly is being played for the chump. It has opened a cut-rate counter in its own basement and surrendered the appeal of the playhouse for the come-on of the general store.

By giving a free sample of his product to the network giveaway show, the manufacturer has struck a gold mine. For the mere pittance thus represented he gets repeated mentions of his wares on a coast-to-coast basis, a small fortune, as it were, in national advertising. For no effort whatsoever he enjoys a ready-made audience and, should he be of such a mind, hardly needs to buy time of his own on the air. How far this can go already is plain; the next Ralph Edwards contest, according to an announcement received last week, will be tied in with the promotional ballyhoo for a new film.

But the more disturbing implication in the giveaway is the hob that it already has raised with radio programming as such. On that score "Stop the Music" is an enlightening example. + + + +

"Stop the Music" is presented from 8 to 9 o'clock on Sunday nights over the ABC Network. Traditionally, that hour-long period has been a virtual deadspot on the air because of the presence of Edgar Bergen and Fred Allen on NBC. To compete with the two comedians has been all but a hopeless task; at least few sponsors have been willing to undertake it.

Rather than trying to beat Mr. Allen at his own game - good entertainment - "Stop the Music" decided to press cash into the hands of the audience. In the short span of a few weeks it has garnered a substantial following and four sponsors. If a Mr. Allen or a Charlie McCarthy can ride out the storm, many a lesser artist already has learned the futility of trying to compete with Santa Claus.

Yet the experienced trouser, if not radio, knows that the fancy baubles on such a Christmas tree have only a temporary glitter.

The motion picture theatre exhibitors, it will be recalled, tried bank night with ultimately disastrous results. Once they started it, the exhibitors found that each week they had to give away more and more chinaware. What kind of picture went with the bank night soon became of minor moment. It was the cup and saucer that counted and not Hollywood. For its own survival, Hollywood finally had to put a stop to the practice.

Radio soon will have to do likewise. The opportunists in the trade who are capitalizing on the give-away craze and the audience which enjoys the vicarious thrill of reaching for the rainbow will be the first to abandon broadcasting's house once the fad has died down. Left behind will be only the wreckage of many talented people and meritorious programs which could not compete with the something that was offered for nothing. For to continue the give-away, as Hollywood realized in time, can have only one end result: giving away radio.

- - - - -

Supreme Court Ruling Puts Movies, Radio With Press
("Editor & Publisher")

The Supreme Court decision abolishing movie monopolies has reopened the whole question of censorship of movies and the right of radio stations to air their own editorial opinion.

Deep in the text of its decision, the high court declared: "We have no doubt that moving pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment."

According to movie officials, it was the first time a Supreme Court had ever declared that motion pictures came under the cloak of the First Amendment, guaranteeing freedom of speech, press, religion and right of assembly. It was also the first time, radio experts say, that the high court has made a clear statement on the editorial rights of radio stations.

Radio broadcasters have just concluded hearings before the Federal Communications Commission during which they attacked the FCC's seven-year-old "Mayflower Decision". This decision stipulates that a radio station owner has no right to editorialize his opinions on the air. The broadcasters believe the Supreme Court decision may have reversed the FCC "Mayflower" ruling.

- - - - -

No Improvement
("Washington Times Herald")

I have just had a thought. Here it is. The National Broadcasting system gave Henry Wallace Red Skelton's broadcast time on Tuesday night, May 11, 1948.

I would like to say to NBC that they just wasted their time with such a move, because they merely took off one Red to put on another.

Need more be said?

- Bob Ritchie

X X X X X X X X X X X X X

::::
:::: TRADE NOTES ::::
::::

The Federal Communications Commission on Monday (May 17) announced that Joseph M. Kittner, Chief of the Litigation Section of the Law Department, has been promoted to Assistant to the General Counsel. Mr. Kittner has been a member of the Commission's legal staff since December 1941.

Eugene S. Thomas, Sales Manager of the Bamberger Broadcasting Service, Inc., was elected President of the Sales Executive Club of New York yesterday.

Price reductions ranging from \$20 to \$125 on one table model and four console radios were announced last week. The price cuts, ranging from 13 to 20 per cent, were made on one model in each of the division's major price brackets. Reductions were made possible by improved manufacturing methods, greater volume of production and the prospect of lower costs for basic radio materials.

Olympic Radio & Television, Inc. - For 1947: Net loss, \$137,499, compared with 1946 net loss of \$35,776, after including \$415,000 and \$217,000 Federal tax refunds for the respective years; net sales \$4,439,380 against \$5,523,803.

WTV0, The Fort Industry Co., Detroit, Mich., has been granted a six months' extensions of time in which to complete construction of their station by the Federal Communications Commission.

Radio and television discussions are scheduled to take up an entire afternoon of the two-day NRDGA mid-year Sales Promotion Division Convention, June 22 and 23 in New York City.

Case histories of what retailers are doing now in radio and TV and prospects for the future are on the agenda for the radio and television session. Complete program will be announced shortly.

Four Cincinnati hospitals have joined in a new television venture started a few weeks ago by Al Green, a local sales executive. Mr. Green's enterprise, the rental of television sets to hospital patients, was disclosed at a meeting with officials of television station WLWT this week.

Sale of the Wright Aeronautical Corporation plant at East Paterson, N. J. to the Allen Dumont Laboratories, Inc. for \$1,700,000 was announced last week by the War Assets Administration. WAA said fair value of the plant was estimated at \$1,890,000 at the time of sale.

The agency said Dumont, a manufacturer of television equipment plans to employ about 1,000 persons at the plant.

The Federal Communications Commission adopted a notice of proposed rule making covering contemplated changes in broad application forms and record keeping and related sections of its rules. The changes involve Forms 301, 302, 303, 313, 314, 315 321 and 701, and are based upon suggestions by the staff, industry and others concerned.

The most comprehensive display of FM, AM and television broadcasting equipment ever seen on the West Coast, including a medium-size television station complete with studio, studio control room, a new 500-watt television transmitter, and transmitter control units, is being exhibited by the RCA Engineering Products Department at the annual convention of the National Association of Broadcasters which opened Monday in Los Angeles. The television station is set up in the hotel foyer to simulate typical station operation and is equipped to handle television programs from three separate sources - studio, film and "off-the-air".

The Federal Communications Commission adopted Memorandum opinion and order in the case of Don Lee Broadcasting System, San Francisco, Cal., (1) setting aside the Commission's Memo. Opinion and Order of March 31, 1948; (2) severed from the consolidated proceeding on application for TV station in San Francisco, presently scheduled for May 24, and (3) ordered that application for TV station, be formally consolidated with the record and proceedings in the application of Don Lee Broadcasting System for renewal of AM and FM station licenses.

Samuel Hamilton Kaufman, who formerly was a special counsel for the Federal Communications Commission in 1937, was nominated on Monday, May 17, to be a District Judge for the Southern District of New York. His name was sent to the Senate by President Truman to fill the vacancy left by the death of Judge John Bright.

It is understood that Stanley Hubbard, President and General Manager of KSTP, St. Paul, who originally owned 25% of the stock in the station, is now the sole owner.

Edward Lamb, station owner whose granted by the Federal Communications Commission have been the subject of a Congressional investigation, has filed a \$500,000 libel suit against the Erie (Pa.) Times on grounds that the paper called him a Communist in its stories and headlines.

The Federal Communications Commission has granted a modification of Mackay Radio and Telegraph Co.'s license to communicate directly and via Tangier, with the Jewish Agency For Palestine at Tel Aviv, Palestine.

RCA Communications, Inc., was granted STA for a period of 90 days for emergency communication with Tel Aviv, and designated applications for modification of license looking to such regular service for hearing at a date to be designated.

Public participation in ownership of the American Broadcasting Co. was opened up this week for the first time with the offering of 500,000 shares of common stock at \$9.00 a share.

Money from sale of the stock and five million dollars in 4 per cent promissory notes maturing in 1960 will be used to refinance the radio network and to help pay for its television construction program.

Part of the funds raised by the sale of stock and notes will be used to pay off a four-million-dollar loan used in buying the network from the Radio Corporation of America.

X X X X X X X X X X