

BOXING MEET

TELEVISION's effect on boxing will be high on the agenda of National Boxing Assn.'s executive committee which will meet at the Mayflower Hotel, Washington, April 2 and 3.

At that time, a survey conducted by the association on the impact of video on boxing will have been completed, according to Abe J. Greene, national commissioner of NBA. This survey, consisting of reports from governmental commissioners of boxing in all areas served by television, is being collated by Harvey L. (Heinie) Miller, NBA executive secretary.

It is expected that the NBA board will discuss ways for boxing to derive income from television. NBA realizes that boxing, through television, is a big advertising medium and NBA is concerned with how to reap the biggest commercial advantage for the sport without changing its character.

The whole question of the advisability of telecasting fights is expected to be thrashed out. It is known that many NBA members are fearful that video may cause the demise of many small boxing clubs if their fans remain home to see telecasts of bigger bouts.

Mr. Greene looks on this problem as among the biggest television must find a solution for in the next few years. He is known to believe, however, that television may have a unifying effect on boxing. He believes that it will standardize boxing practices and cause commissions to act with greater unanimity. He also is known to believe that it makes untenable the stand of New York State, which is not a member of NBA.

WICU (TV) OPENS

Is NBC-TV's 34th Affiliate

FOUR-HOUR dedication program launched WICU (TV) Erie, Pa., *The Erie Dispatch* television station, last Tuesday (March 15). Highlight of opening night was a 15-minute salute to the station by the NBC TV network, with which WICU is affiliated.

Programming began at 6:15 p.m. from the station's new Television Center at 35th and State Sts. Featured on the Tuesday night schedule were the *Telenews Daily Newsreel*, *Philco Television Playhouse*, a featured film—"A Scandal in Paris"—NBC's *Kukla, Fran and Ollie*, and a studio variety show.

The addition of WICU to the list of NBC-TV affiliates, brings that network's station total to 34 stations, Easton C. Woolley, NBC director of stations department announced last Monday.

WICU will operate on a non-interconnected basis until June 1, after which time it will be available on an interconnected basis. It will operate on a six-day week schedule.

Video to Be Discussed In Washington

CBS VIDEO FILM

Documentary Shown in N. Y.

CBS last week completed a 35-minute film, "Television Today," which will be used not only to promote CBS television but also as a documentary showing present development of the medium as well as its predictable future growth.

The film was shown for the first time at New York's Museum of Modern Art last Thursday to members of the press. It was produced by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion.

The 35-minute film contains sequences showing most aspects of television. Two shorter versions of the picture will be made available: One for non-theatrical distribution to the public and another for whatever use the television industry wishes to make of it.

The picture was produced, under CBS supervision, by International Movie Producers Service, New York. George Moscovics, manager of CBS-TV sales development, is narrator.

WOW TV PLANS

Work Starts on Building

CONSTRUCTION on studios, offices and transmitter building for the television activities of WOW Omaha was started this month and is to be completed in five to six months, John J. Gillen, president and general manager of WOW Inc., has announced. The structure will be located at 3509 Farnam St. and will contain 20,000 square feet of floor space.

All operation equipment has been purchased and is in storage. It will be installed as each room is ready, according to Joe Herold, chief of WOW's television operations. The television antenna also is completed. Station will operate on Channel 6.

WFIL-TV

New Construction Started

ROGER W. CLIPP, general manager of the Philadelphia *Inquirer* stations, turned the first spadeful of earth for construction of the new transmitter and antenna facilities for WFIL-TV on Mar. 13.

The new facilities combine the latest developments in TV broadcasting. A guyed steel tower will be erected to carry a five-section, super-turnstile TV-FM antenna. It will rise 909 feet above mean sea level.



THIS COMBINATION console arrangement has been installed by WKY-TV Oklahoma City, which will begin commercial operations by mid-May or early June, according to P. A. Sugg, station manager. Console enables an engineer to control the television, FM, AM and auxiliary broadcast signals. Horace Merriman, transmitter supervisor, is testing the television monitor and controls in the center of the board. At left are the auxiliary transmitter controls. FM operations are at the right of the panel. Ninety percent of the TV transmitter installation is now complete.

TALENT TANGLE Plan for Permanent TV Union Drafted

SETTLEMENT of the talent jurisdiction tangle in television appeared to be making considerable progress last week as a plan was being drafted to form a new permanent union called the "Four A's Television Authority."

Task of reducing the plan to writing was turned over to George Price, himself active in television and recently a substitute for Milton Berle on *Texaco Star Theatre*. He began the task Wednesday.

Mr. Price, a comedian, is also senior partner in a stock brokerage firm and is a member of three 4-A branches, Actors Equity, AFRA, and AGVA. He was a founder of the organization which is now AGVA.

Should the plan he is now drafting be successful, it would end more than six months of failure on the part of actors to reach a video agreement, first by a merger of unions, then by a partnership among them.

Decision to form a new union, to be a member of the 4-A's—Associated Actors & Artists of America (AFL)—was made by a working actors committee which was handed the television union problem after the merger and partnership proposals failed.

The actors committee was made up of the presidents and at least two members of each of these branches of the 4-A's: Actors Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists. Excluded from the committee were paid officers of the branches, who it was felt, had impeded earlier efforts to reach a television agreement.

Originally, the actors committee undertook to set up a stop-gap television authority, leaving a permanent organization for later deliberations. It was felt that some solution had to be found immediately to end what actors considered chaos

in fees and other matters concerning TV talent. In the course of deliberations, the actors committee decided to make the organization a permanent instead of a temporary one.

Under the plan, it was learned, all television bargaining would be done by the authority.

All members of the various 4-A branches would be entitled to hold a card in the new union while retaining all their rights in their old branch.

Members of the branches who have made one paid appearance on television would be entitled to vote in affairs of the authority.

Proportionate Representation

Representation in the governing of the new body would be divided proportionately among the 4-A branches. The proportions would be determined not by actual membership of the 4-A's but by number of members for whom a per capita tax is paid to the AFL. Financial support for the new organization would also come from the branches, with proportional payments based again on strength determined by the AFL per capita tax payments.

Thus actors would continue to pay dues to their old branches and not to the new authority. However, an actor not a member of any of the old branches will probably pay dues directly to the authority on a basis yet to be set up.

The agreement which Mr. Price will reduce to writing will be re-submitted to the actors committee. It will then have to go before the governing boards of the branches and in most cases will have to be ratified by members.