

WBRN-WCEN

Williams Plea Denied

PETITION asking revocation of the construction permit of WBRN Big Rapids, Mich., because of alleged overlap with commonly-owned WCEN Mt. Pleasant, Mich., was denied by FCC last week on the ground that the petitioner, Nathan Williams, consulting engineer of Oshkosh, Wis., is not a "party in interest." WBRN and WCEN are owned by Paul A. Brandt.

Mr. Williams charged that 29% of the rural area and 24.9% of the population living within the primary contour of WBRN is also within the primary contour of WCEN [B•T, Sept. 29]. He contended this violates the FCC dupoly ban. FCC's order denying the petition stated Mr. Williams has failed to state "what his interest is, if any, in the matter and has not attempted to make any showing of injury."

Jack Rubin

FUNERAL services were held in Hollywood Oct. 12 for Jack Rubin, 42, radio-TV writer, who died two days earlier after a heart attack. He wrote for the radio shows *Hallmark Playhouse*, *Screen Guild Players* and *Andy Hardy* among others and before his death completed the script for "The Gentle Years," to be included in the *Ethel Barrymore Theatre* TV series. He is survived by his wife, a son and a daughter.

Cioffi Wounded

CBS RADIO news correspondent Louis Cioffi suffered a leg wound while interviewing American soldiers on the Korean front last week. Mr. Cioffi was the first American correspondent hit by enemy fire in more than a year. He is convalescing in Seoul and is expected to be back on the air shortly, according to CBS Radio officials in New York.

NEW MEDIA EQUALITY

Brookings Gives Radio-TV Better Treatment

A MINOR revolution involving re-orientation of public relations policy toward broadcast media has begun at The Brookings Institution, a privately-endowed research organization which dabbles in the social sciences.

The public service agency, which touches the Rockefeller and Carnegie foundations, among others, for not inconsiderable grants of money, is taking a less medieval view of its relations with radio and television.

The institution had snubbed radio-TV last August in releasing its publication, *Health Resources in the United States*, on which both MBS and NBC-TV were denied equal treatment with the press [CLOSED CIRCUIT, Aug. 18].

Brookings' newest work, *Major Problems in United States Foreign Relations*, has been released to broadcasters and other media newsmen in Washington, D. C., under a new limited distribution policy. Implied in the new concept, too, is the possibility that handling of the agency's future publications may be "farmed out" to a public relations firm. Even news conferences are being discussed.

The institution publishes about a dozen books a year, claiming influence through press releases, the sale and distribution of the printed volumes, special articles and addresses, and "radio, movie, and television programs." The releases are carried by AP, UP, INS and local newspapers, the institution explains.

Last Aug. 11, the philanthropic organization, which maintains no public relations department and maintains a dim view of other than the pencil reporting school of journalism, released its *Health Resources in the United States*.

Without fanfare—and perhaps without malice—the institution released the study to the wire serv-

ices and newspapers. On the other hand, it flatly rejected bids by MBS and NBC-TV to bring the report to the American listening and viewing public. It made no routine effort, even, to send the releases to radiomen.

It was learned that Les Higbe, MBS Washington commentator, sought to have a Brookings representative explain highlights of the report in laymen's language. He attempted to record a two-minute report for inclusion in the *Mutual Newsreel*. An NBC-TV representative in New York also sought the technical assistance of officials to film segments. He, too, was unsuccessful, it was reported.

Radio-TV newsmen confide that lack of procedure is typical of such organizations—the National Geographic Society and others. Brookings claims that its publications yield annual revenues ranging from \$60,000 to \$100,000 "in this most important means of affecting opinion in responsible quarters." The institution has made no attempt to popularize its findings in book form, nor to set up a public relations department as such, let alone a radio-TV division. Robert D. Calkins, the second president of the Brookings Institution, was inaugurated on May 19, 1952, succeeding Harold G. Moulton, who retired. The possibility of appointing a public relations specialist—to deal with government as well as media—was under study to bolster a claim of "30 years of achievement."

NAEB CONVENTION

Walker Heads Speakers

FCC Chairman Paul A. Walker and Sen. Hubert Humphrey (D-Minn.) head a list of guest speakers to appear before the National Assn. of Educational Broadcasters 1952 convention in Minneapolis, Nov. 6-8.

Major topics to be aired at the convention include getting into educational TV; educational radio's survival, and the small school station.

Moffet to Silliman

JOHN A. MOFFET, formerly with Russell P. May and William L. Foss Inc., has joined the consulting radio-TV engineering firm of Robert M. Silliman, Washington. Announcement of the association was made by Mr. Silliman last week.

GOVERNMENT of Yugoslavia has ordered a 100 kw radio transmitter from Westinghouse Electric International Co. The transmitter is similar to a 50 kw unit ordered by the same nation in 1951.

CANADIAN RATINGS

U. S. Shows Lead Top 10

TWO Canadian programs are among the first 10 evening network shows rated most popular in Canada during September by Elliott-Haynes Ltd., Toronto. Leading are *Radio Theatre* with a rating of 18.1, followed by *Twenty Questions*, 16.4; *Mario Lanza*, 13.7; *Doris Day*, 12.9; *Great Gildersleeve*, 12.8; *Treasure Trail*, 11.7 (Canadian); *Club 15*, 10.4; *Father Knows Best*, 9.9; *John & Judy*, 9.7 (Canadian), and *Championship Fights*, 9.

Five leading daytime programs were *Ma Perkins*, 14.9; *Big Sister*, 14.6; *Pepper Young's Family*, 14.1; *Road of Life*, 13.6, and *Right to Happiness* 13.5.

Five leading French-language evening shows were *Un Homme et Son Peche*, 30.7; *Metropole*, 25; *La Pause qui Rafratchait*, 17.6; *Jouez Double*, 17.3, and *Chanson de l'Escadrille*, 17.2. Five leading French-language daytime shows were *Jeunesse Doree*, 27.1; *Rue Principale*, 26.8; *Les Joyeux Troubadours*, 21.2; *Grande Soeur*, 19.2, and *Tante Lucie*, 19.6.

WSB Approves Increase

WAGE Stabilization Board has approved 15% weekly wage increase contract, agreed upon by CBS Hollywood and Publicists Guild last April [B•T, May 5]. Contract, affecting 13 members, raises starting salary from \$77 to \$86.50 for 40-hour five-day week and is retroactive to January 1. Fringe benefits hitherto had been approved.

30 Years
of
Fitting a Medium
to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

THE LATEST
WCKY
STORY

SELL YOUR PRODUCT
TO THE SOUTH

On WCKY's JAMBOREE, the program with a National Reputation as the "SELLINGEST" Program on the Air.

BUY the WCKY JAMBOREE and
SELL the SOUTH with a
Selling Power of 50 Grand in Watts

WCKY