

## Humphrey Offers, Four Back Another Equal-Time Bill

SENATE bill which would require tv stations and networks to contribute time to certain political candidates—identical to a measure which has been introduced in the House by Rep. J. Percy Priest (D-Tenn.) [AT DEADLINE, May 14]—was introduced by Sen. Hubert H. Humphrey (D-Minn.) last week.

The bill (S 3962)—co-sponsored by Sens. Mike Mansfield (D-Mont.), John J. Sparkman (D-Ala.), James E. Murray (D-Mont.) and Wayne Morse (D-Ore.)—was tabled to give other senators a chance to add their names as co-sponsors.

The Priest (HR 11,150) and Humphrey measures incorporate provisions of earlier bills introduced in the House or the Senate regarding amendment of Sec. 315 of the Communications Act, and, in addition, require that tv stations and networks during presidential election years give major party presidential nominees one-half hour of time weekly in September, one hour weekly during October and one hour in November preceding election day—a total of 7 to 8 hours for the campaign for each candidate.

Sen. Humphrey in a statement on the floor Thursday said the American people not only have an "interest" in television, but a "property right," and that "a modification in the terms of a current television license would be a kind of rental upon such property. In a sense, the bill I have offered would provide for such a public rental by requiring in certain limited cases applicable only to presidential and vice presidential candidates the granting of free time for governmental purposes."

## Competition

ORDINARILY, Community Tv Systems of Wyoming, owner of the Casper, Wyo., antenna system, charges \$150 for inter-connection to its "lines." But last month an application was filed for ch. 6 there by KSPR that city, and the antenna firm found itself faced with reluctant customers. It reacted quickly. In full page advertisements, the community system offered new customers this inducement: Connection now for \$25, balance payable in 60 days after the new station is on the air if the customer desires to continue antenna service. Cutoff date for the offer is Dec. 1, 1956. The community television system reported that in the month since the ad was run, more than 150 applications were taken—above normal for this time of year.

## Educ. Tv, ABC-TV Ask FCC To OK Convention Tieup

SPECIAL PERMISSION has been asked of FCC to allow educational ch. 13 KETA (TV) Oklahoma City, Okla., to telecast complete Philco-sponsored ABC-TV coverage of Republican and Democratic national conventions and election returns. Request, filed jointly by station and network, asked "clear-cut" waiver of FCC rules requiring deletion of commercial announcements when an educational outlet carries sponsored programs.

FCC was told that no payment or sale of time was involved, but that since commercials

won't follow a set time pattern, deletion could not be accomplished without spoiling a valuable educational program. Pointing out that there are only two operating tv's in Oklahoma City (WKY-TV, ch. 4, NBC-TV; KWTW (TV), ch. 9, CBS-TV), ABC-TV claimed it was denied "effective competitive access" to that city and use of KETA was the only solution to the dilemma.

## Radio-Tv, Advertising Heads Asked to White House Parley

A CONFERENCE designed to work out a program for "better people-to-people contacts and partnerships throughout the world" has been called by President Eisenhower for June 12 at the White House. The goal is promotion of understanding among peoples in a common effort to advance world peace.

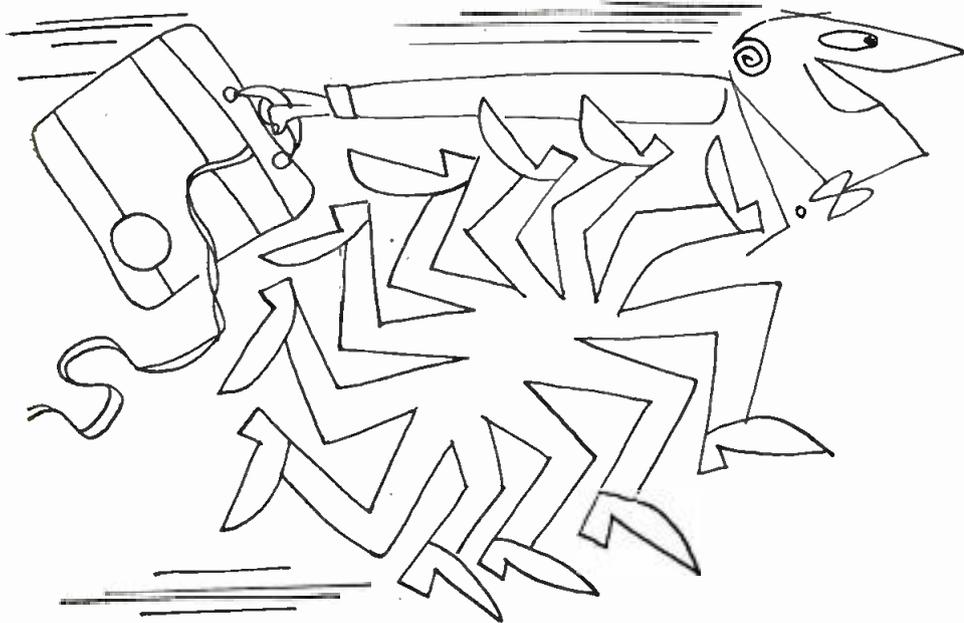
Among those invited are Theodore S. Replier, president of the Advertising Council, and Sigurd S. Larmon, president-board chairman, Young & Rubicam, for advertising; and Paul C. Smith, president of Crowell-Collier Publishing Co., and Frank Stanton, CBS Inc. president, representing radio-tv. A total of 34 persons will take part.

## Subcommittee Plans Hearing On Federal Pay Raise Bills

SENATE Post Office & Civil Service Committee decided in a closed session Thursday to hold a hearing this month on bills to raise the salaries of heads and assistant heads of executive departments and independent agencies, including the FCC, a spokesman said last week. Date for the hearing has not been decided, it was said.

The bills would be heard by a subcommittee headed by Sen. Olin D. Johnston (D-S. C.), chairman of the parent committee, and Sens. John O. Pastore (D-R. I.) and Frank Carlson (R-Kan.). They include House-passed HR 7619, providing a boost from \$15,000 to \$19,000 for FCC members, and S 2628, recommended by the White House and calling for FCC salaries of \$20,000. Both measures are holdovers from the first session of the 84th Congress.

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### GOVERNMENT PEOPLE



COL. MATHEWS

**Lt. Col. Tom O. Mathews**, former chief of radio and television branch, Department of Army Public Information Div., Washington, assigned to Brooke Army Medical Center as public information officer.

**Dr. Franklin L. Burdette**, chief of the Information Center Service of the U. S.

Information Agency, has resigned to return to U. of Maryland. Dr. Burdette was head of government and politics department at university prior to USIA appointment in 1954.

**Andrew H. Berding**, assistant director in charge of U. S. Information Agency's Office of Policy & Programs, has been designated deputy director for policy and plans, with Abbott Washburn continuing as the senior deputy director of the agency. Mr. Berding's post is newly-created.