

erates on 92.3 mc with 10 kw. Broker: R. C. Crisler & Co.

▪ **WSOR Windsor, Conn.:** Sold by Sydney E. Byrnes and group to Robert I. Kimel and Bessie W. Grad for \$55,000. Purchasers own WWSR St. Albans and WSNO Barre, both Vermont. WSOR is daytime only on 1480 kc with 500 w. Broker: Chapman Co.

CATV proposals are subject of NAB group

A first round of discussions on proposals for legislation on community antenna TV regulation was held last week in New York by the National Association of Broadcasters Future of Television in America Committee (BROADCASTING, Aug. 17). Conferees said that although some progress had been made, additional meetings would be necessary. No date was set for these sessions.

The group also heard a preliminary report on a research project that is studying the impact of CATV on local TV stations.

The New York meeting was the first for the committee since the TV board of the association turned down a draft of legislative proposals last June. These proposals, among other things, would have required CATV systems to secure permission from originating stations before using their signals. This approach was abandoned because of a question as to whether stations had property rights in many of the programs they broadcast.

Seek New Approach ■ The committee's work last week was largely concerned with an approach to a revision of the proposals, particularly in efforts to resolve the area of conflict over station and CATV agreements.

S.C. broadcasters hear call for professionalism

At a meeting of the South Carolina Broadcasters Association last week in Myrtle Beach there were calls for broadcasting professionalism—and concurrent criticism of the code authority of the National Association of Broadcasters.

W. Theodore Pierson, a Washington communications lawyer, advocated a professional code of ethics for broadcasters that "encourages diversity of evaluations and judgments—not conformity." He also said these codes should "recognize that the assiduous pursuit of knowledge and experience by each practitioner . . . is the only satisfactory regulator of the quality of the service." Mr. Pierson said the NAB

codes "in their inception and in their amendments have been little more than devices to mollify government." He called on broadcasters to develop professional independence and oppose any "concession of power," to the FCC or NAB, that would undermine broadcasting's creativity.

Blames Salesmen ■ Another speaker at the meeting, Barry Sherman, executive vice president and managing director of WQXI Atlanta, explicitly backed Mr. Pierson's position. Speaking on radio advertising salesmanship, Mr. Sherman said the "ridiculous" state of radio today can be blamed on its salesmen.

To establish firm standards of professionalism, he suggested sales schools—training courses, which he outlined and offered to make available to broadcasters, that would thoroughly instruct radio salesmen in their medium. His second proposal was that radio men "forget your competitors" and learn their markets. Instead of fighting among themselves, he said, radio outlets should learn to serve their listeners better.

Mr. Sherman supported Mr. Pierson in his disaffection with the NAB codes. With his tongue edging toward his cheek, he said if he is selected as the new NAB president he will, among other things, throw out the "negative statements" in the NAB's philosophy.

Media reports . . .

Reborn ■ A "brand new reopening" of WJZB(TV) Worcester, Mass., is scheduled for this fall. The channel 14 station, owned by Springfield Television Broadcasting Corp. (operator of WWLP [TV] [ch. 22] Springfield, Mass., and WRLP[TV] [ch. 32] Keene, N. H.) plans all new programming, a daily broadcast schedule increased from five to seven hours, new studios and studio equipment, and a power increase from 18 kw to 400 kw, video. Under different ownership, the station operated as WWOR-TV from 1953 until 1955, then went dark. It was "reopened" the first time in 1958, by the present owners.

New calls ■ NBC's WNBQ(TV) Chicago, pioneer color operation, becomes WMAQ-TV on Aug. 31, matching call to WMAQ radio there.

Companion bill ■ Chairman of the House Commerce Committee, Representative Oren Harris (D-Ark.), has introduced a bill (H.R. 12394) to modify the conflict of interest provision of the Communications Act. Similar legislation, S. 3033, was introduced last month by Senator Warren G. Magnuson (D-Wash.) (BROADCASTING, Aug. 3).

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