

# Press-Radio Committee Fights Discrimination In Ownership

## Steering Group Advocates Legislative Action To Allow Newspaper Ownership of Stations

PRESSURE will be brought to bear against current and future legislation designed to prevent newspaper ownership of radio stations, and definite steps will be taken to secure enactment of laws to prevent such discrimination, it was revealed in a resolution adopted last Wednesday by the steering committee of the Newspaper-Radio committee.

Text of the resolution, endorsed by the steering committee Aug. 25 at its first meeting since April 20, during the convention of the American Newspaper Publishers Assn. runs as follows:

"Resolved—that the Newspaper-Radio committee should immediately advocate legislation which will make it impossible for there to be any present or future discrimination against newspaper ownership of broadcasting stations, and that this advocacy should include the support of provisions intended to accomplish this end in the White-Wheeler bill, the Holmes bill, as well as other legislation relating to the subject."

### Committee's Plans

Specific and immediate plans call for the appearance by members of the committee at hearing on the White-Wheeler and Holmes bills, and the active support of any bills in Congress which would have a tendency to eliminate the possibility of discrimination against newspaper-radio ownership, according to Harold V. Hough, chairman of both the Newspaper-Radio committee and its steering committee since the formation of the group over two years ago. Mr. Hough is associated with the Fort Worth *Star-Telegram*, operator of WBAP and co-owner of KGKO.

Present at last week's meeting at NRC headquarters, 370 Lexing-

### Eversharp May Expand

EVERSHARP INC., Chicago, which currently sponsors *Take It Or Leave It* Sunday evenings on CBS, is expected to start a second network show this fall, using the BLUE network. Time under consideration is Friday 7-7:30 p.m., with the program tentatively titled *Hit of the Week*. No details are available as yet, according to Biow Co., New York, agency in charge.

### Test for Seymour

MALCOLM HOWARD, Chicago, has been appointed agency for the Seymour Products Co., Chicago, and has instituted a test campaign using radio in the Chicago area for See-More All Purpose Cleaner and See-More Venetian Blind Cleaner. Plans are to extend the promotion nationally.

ton Ave., New York, were all members of the steering committee with the exception of Maj. E. M. Stoer, general manager, Hearst Radio Inc. Committee members attending were: Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman, H. Dean Fitzer, *Kansas City Star* (WDAF), treasurer, Gardner Cowles Jr., *Des Moines Register & Tribune* (KSO KRNT WMT WNAX), John E. Person, Williamsport (Pa.) *Sun* (WRAK), A. H. Kirchhofer, *Buffalo Evening News* (WBEN), Col. Harry M. Ayers, Anniston (Ala.) *Star* (WHMA), and Truman Green, Tampa (Fla.) *Tribune* (WFLA).

Also present were Martin B. Campbell, *Dallas News* (WFAA), E. E. Hill, *Worcester Telegram* (WTAG), J. Leonard Reinsch, *Atlanta Journal* (WSB), and NRC counsels A. M. Herman, Ft. Worth and Sydney Kaye, New York.

## NAB District Asks New Law; Elimination of Hitch-Hikes

IN LINE WITH actions taken at each of the district meetings held since the so-called Frankfurter decision of the Supreme Court on May 10, conferring upon the FCC broad regulatory powers, broadcasters of New York and New Jersey at the Second NAB District Meeting in Syracuse last Tuesday adopted a strong resolution calling upon Congress to enact new legislation at this session.

The meeting, presided over by Kolin Hager, general manager of WGY and District Director, also adopted a resolution condemning hitch hike and cow catcher announcements used on network programs and national spot, on the ground that they tend to lower broadcasting standards and are construed as being in violation of the public interest responsibility of station licensees. Similar resolutions have been adopted by groups of network affiliates, notably those on CBS, at recent meetings. The resolution authorized Mr. Hager to pursue the matter at the next NAB Board Meeting with a request that prompt steps be taken to eliminate them.

NAB President Neville Miller attended the meeting and discussed the legislative outlook as well as the overall industry picture. Rep. Clarence Hancock (R-N. Y.) was guest speaker and lauded radio and



SENATOR AND SALESMAN were photographed together when Robert M. LaFollette dropped in at WEMP Milwaukee the other day, and found a birthday celebration in progress for Ben Wolff, 76, who is fondly claimed to be the oldest radio time salesman in the business. Cake was inscribed "Happy Birthday to Junior, in the Spirit of '76." Senator LaFollette, who owns 1/8 of WEMP, cut the cake.

the American system of broadcasting. Resolutions follow:

### Legislation

RESOLVED, that the broadcasters of New York and New Jersey, in meeting assembled at second district of NAB at Hotel Syracuse, Syracuse, N. Y. on Tuesday, August 24, 1943, call the attention of the Congress of the United States to the fact that the present radio law was enacted in 1927 and although amended in 1934 in substance remains as originally enacted:

That radio has made great progress since that date and is of greater significance in American life;

That it is now time for the Congress to reappraise the radio law in the light of this progress made since the enactment of the present law, especially in view of the May 10 decision of the Supreme Court giving greatly enlarged power to the Federal Communications Commission, and that early dates be set for the hearings upon the bills now pending before both Houses of Congress.

### Hitch Hike Announcements

WHEREAS, the so-called hitch hike and cow catcher announcements presently used on network programs and on national spot announcements tend to lower the standards of broadcasting; and

Whereas such announcements are considered to be a violation of the responsibility placed upon radio station licensees to operate in the public interest and convenience and necessity; and

Whereas the use of such announcements was permitted without the consent of affiliates save those spots sold on a national spot basis, now therefore,

Be it resolved that Kolin Hager, Chairman of the NAB second district

## AFRA 10% RAISE APPROVED BY WLB

WAR LABOR Board last week notified the American Federation of Radio Artists that it had approved AFRA's application for adjustments in its commercial code, principally a 10% increase in commercial wage scale, retroactive to March 8, 1943, as agreed upon by AFRA and the national networks, with the approval of the advertising agencies [BROADCASTING, March 8].

In addition to the increase in the minimum commercial scale for actors, singers and announcers, the revisions extend the present contract for another year, until Nov. 1, 1944, and add a cost-of-living clause that permits AFRA to reopen the contract at any time after Nov. 1, 1943, if the Dept. of Labor cost-of-living index has risen 10 points above the Dec. 15, 1942 level.

Similar changes in the union's sustaining code had been agreed upon by the broadcasters and AFRA and earlier approved by the WLB. Negotiations for a revision of the union's transcription code broke down after several meetings and it was decided to await the termination of the present contract this fall for a complete revision.

## VARIETY SHOW FOR BIRDS-EYE BEANS

FROSTED FOODS Sales Corp., New York, subsidiary of General Foods Corp., to promote Birds-eye ovenbaked beans and other products, will start a new Hollywood originating half-hour variety program in late September. Although network and starting date have not been revealed, firm has signed Dinah Shore as featured vocalist and Cornelia Otis Skinner, monologist, who presents a series of comedy sketches titled *William and Mary*. Other talent will also be added. Included will be a name band. Glenn Wheaton, who has been handling script for the Army Special Service shortwave program, *Command Performance*, has been signed as writer of the food firm's new program. Hubbell Robinson, assistant radio director of the agency, currently is in Hollywood to complete details.

of New York and New Jersey is instructed to convey to the proper officials of NAB for action at the next regularly called meeting of NAB, a request that immediate steps be taken to eliminate from network programs, hitch hike, cow catcher or other similar announcements and form all announcements on a national spot basis as soon as may be practicable.

Among those present were: Aaron Beckwith, Arnold Bowden, WAGE; William Foy, Jack Kennedy, WHAM; George F. Bissell, WMFF; Fred Ripley, WSYR; Gerald King, Bill Doerr, WEBR; Joseph A. Short, Michael R. Ianna, WHCU; Thomas L. Brown, WHDL; A. E. Spokes, D. S. Wilkins, WJTN; Mrs. Scott Bowen, Miss Helen Wood, N. W. Cook, George S. Jones, Nate Cook, WIBX; E. Ray McCloskey, WNEF; Carl Haverlin, BMI; R. J. Rowley, H. C. Wilder, N. L. Kidd, WSYR; C. E. Lewis, Robert Thompson, WBEN; Gunnar O. Wiig, Clarence Wheeler, WHEC; John A. Bacon, I. R. Lounsbury, WGR-WKBW; S. Woodworth, WFBL; Bruff Olin Jr., WKIP; C. Culmer, SESAC; Kolin Hager, WGY; Neville Miller, NAB.