



PARAMOUNT SPLIT TV Outlets May Go to Separate Companies

A DIVISION of the television interests of Paramount Pictures loomed last week with reports that the film firm had agreed to an anti-trust consent decree dividing it into two separate companies—one to handle production and distribution of films, the other to operate theatres.

Although no comment was forthcoming from spokesmen for either Paramount or the Justice Dept., it was understood that WBKB (TV) Chicago would go with the theatre company while KTLA (TV) Los Angeles as well as Paramount's 29% interest in Allen B. DuMont Labs, which has three TV stations, would go to the production-distribution firm.

Most of Paramount's television applications are in the names of subsidiary theatre interests and presumably would therefore go to the theatre company. The same applies to Paramount's AM holding—25% of WSMB New Orleans—

and its half interest in an AM applicant for Atlanta and 10% in one for Hot Springs, Ark.

The only Paramount TV application not in the name of a theatre subsidiary is the application for San Francisco, which was filed by Paramount Television Productions, permittee of KTLA. With KTLA and the DuMont interest, this may go to the production-distribution firm.

WIBK (FM) Chicago, which with WBKB is owned in the name of Balaban & Katz Corp., may similarly go to the exhibition company. In view of FCC's ruling that Paramount controls DuMont—thus far only "proposed," not a

WNHC-TV Takes NBC

WNHC-TV New Haven has signed an interconnected television affiliation contract with NBC, it was announced Thursday. The station, owned by Elm City Broadcasting Corp., will be fed sound on lines from New York City. Visual picture will be picked up from WNBT signal from New York.

final ruling—the film company currently is at the five-station maximum ownership permitted by the Commission in TV.

Under the division reportedly slated via the consent decree, the theatre company would be entitled to four more video stations and the production-distribution company could have one more even if it fails to convince FCC that it does not control DuMont.

Although the exhibition company will have to sell some of its theatre holdings in so-called "closed" cities, a preliminary examination indicated it will not have to get out of any of the cities where Paramount subsidiaries have TV applications.

Theatre subsidiaries having applications include United Detroit Theatres, New England Theatres (Boston), Gulf Theatres (Tampa), and Tri-States Meredith Broadcasting Co. (Des Moines).

DuMont operates WABD New York, WTTG Washington, and WDTV Pittsburgh, and has applications for Cleveland and Cincinnati.

The consent decree, understood to have been agreed to by both the Justice Dept. and Paramount, would end the government's anti-trust suit against the film firm. Separation into the two distinct companies would be required within one year, it was reported, and no stockholder would be allowed to own shares in both the new firms.

Motorola on Video

MOTOROLA Inc., Chicago, has contracted for Robert Ripley's *Believe It or Not* to be telecast starting March 1 live on 14 NBC-TV stations and by teletranscription from March 15 on 13 other video outlets. Gourfain-Cobb, Chicago, is the agency. Non-interconnected stations are WDTV Pittsburgh, KSTP-TV Minneapolis, KDYL-TV Salt Lake City, WLWT Cincinnati, WBAP-TV Fort Worth, WSB-TV Atlanta, KPIX-TV San Francisco, KRSC-TV Seattle, WDSU-TV New Orleans, KNBH Los Angeles, WNHC-TV New Haven, WAVE-TV Louisville and WMCT Memphis.

BOXING ON TV

Commissions Seeking Cut

FUTURE RELATIONSHIP of boxing to television is to be discussed at a meeting of the National Boxing Assn.'s executive committee in Washington, D. C., next month.

Slated for discussion are ways of cutting boxing commissions on the pay that boxing promoters receive from advertisers sponsoring telecasts of boxing matches. Two boxing jurisdictions, New York and New Jersey, already take a 5% cut, and similar moves are said to be planned elsewhere.

The chairman of the District of Columbia Boxing Commission, Heinie Miller, believes it might be possible under present law to get a cut of TV's guarantee to promoters. He indicated that the commission probably will seek to have this session of Congress add to the law specific authority to take such a cut.

Reports have circulated that attendance has dropped off not only at Turner's Arena boxing shows, which are telecast, but also at another Capital arena, Uline's, where the Liberty A. C. matches are not telecast. Decline of 10% was reported in the gate receipts "take" of the District of Columbia Boxing Commission.

HIGH BAND TV

RCA-NBC, pioneer in low-band television, proposed last week to go into high-band transmitting and receiving operations on what may develop into a production-line basis.

Plans were disclosed Thursday when NBC asked FCC for authority to build a satellite high-band video station at Bridgeport, Conn., for its low-band WNBT (TV) New York.

RCA, it was indicated, will construct special high-band receivers which will be used in the experimental operation and which may become its first commercial line of UHF sets if the tests prove such operation is feasible.

NBC asked the Commission for an experimental grant for operation at 529 mc, at the lower end of the 475-890 mc UHF video band.

For the project, the network's second public testing of UHF operations, an entirely new transmitter will be built at a cost reported to FCC as \$145,000.

The proposal indicated that the old "green" transmitter used in the RCA-NBC color television dem-

onstrations, and later in the UHF tests in Washington last fall, is now considered unsatisfactory for operations in the higher region.

The Washington tests were plagued by tube failures blamed on excessive heat [CLOSED CIRCUIT, Dec. 20, 1948]. Indicating belief that they have surmounted this problem, authorities said the Bridgeport tests will employ a cluster of tubes expected to develop about 1 kw power. Antenna gain will bring the effective radiated power up to 15 to 20 kw.

Special Receivers

The use of special high-band receivers will mark another departure from the Washington tests, in which adapters were provided so that the high-band transmissions could be received on low-band sets.

NBC estimated the cost of its proposed station would approximate \$220,000 aside from \$36,000 estimated operating expenses for one year. In addition to \$145,000 for the new transmitter, the network

expected the antenna system to cost about \$45,000.

The station would be identified as WNBT-1, under NBC's proposal, and would duplicate the programs carried on WNBT.

It would be under the direction of O. B. Hanson, vice president and chief engineer of NBC.

The network said the station would be used for continuous research, would permit "field test and study of UHF television broadcasting in a representative city and area," and would make possible an investigation of "the possibility of providing television broadcast service to a greater number of people by means of a satellite station."

NBC asked that the satellite, if authorized, be accorded a waiver of the rules requiring aural and visual station-identification at least once an hour. Identification would be accomplished by incorporating the satellite's assigned call letters and location with identification of WNBT at the beginning and end of each period of operation.

RCA-NBC Plan Conn. Outlet