



DECEMBER 1, 1952

EIGHT NEW GRANTS

By LARRY CHRISTOPHER

FOUR existing TV markets—including Philadelphia, which has three operating outlets—were among eight cities which received construction permits for new commercial TV stations from FCC last Wednesday as processing of post-thaw applications continued at an accelerated pace.

In all four cities where vhf stations are on the air, the Commission made uhf grants.

Last Wednesday's two vhf and six uhf CPs boosted new station grants since lifting of the freeze to a total of 130, of which 9 are for noncommercial, educational stations. Total TV stations authorized in the U. S. stood at 238 as of Wednesday.

The 108 pre-thaw operating vhf stations in the U. S. thus far have been joined by one uhf and five vhf post-thaw grantees. New on the air is KTBC-TV Austin, Tex. (see story page 73). Another, WSLN-TV Roanoke, Va., hoped to commence regular programming today (Monday). Complete summary of estimated commencement dates and other data on new grantees is presented on page 74.

Details of New Permits

Here are last Wednesday's new grantees:

Mobile, Ala. (City priority Group A-2, No. 16)—Pape Broadcasting Co. (WALA), granted vhf Ch. 10, effective radiated power 316 kw visual and 235 kw aural, antenna height above average terrain 460 ft.

San Angelo, Tex. (Group A-2, No. 77)—Westex Television Co. (KTXL), granted vhf Ch. 8, ERP 11 kw visual and 5.5 kw aural, antenna 420 ft.

Oshkosh, Wis. (Group A-2, No. 104)—Oshkosh Broadcasting Co. (WOSH), granted uhf Ch. 48, ERP 1.31 kw visual and 0.7 kw aural, antenna 310 ft.

Poughkeepsie, N. Y. (Group A-2, No. 105)—Mid-Hudson Broadcasters Inc. (WEOK), granted uhf Ch. 21, ERP 105 kw visual and 60 kw aural, antenna 230 ft.

Kalamazoo, Mich. (Group B-2, No. 152)—Howard D. Steere (WGFG), granted uhf Ch. 36, ERP 83 kw visual and 47 kw aural, antenna 270 ft. (Operating: WKZO-TV.)

Louisville, Ky. (Group B-2, No. 156)—Mid-America Broadcasting Corp. (WKLO), granted uhf Ch. 21, ERP 200 kw visual and 100 kw aural, antenna 500 ft. (Operating: WAVE-TV, WHAS-TV.)

Dayton, Ohio (Group B-2, No. 158)—Skyland Broadcasting Corp.

(WONE), granted uhf Ch. 22, ERP 210 kw visual and 105 kw aural, antenna 470 ft. (Operating: WHIO-TV, WLWD.)

Philadelphia (Group B-2, No. 160)—Pennsylvania Broadcasting Co. (WIP), granted uhf Ch. 29, ERP 275 kw visual and 140 kw aural, antenna 800 ft. (Operating: WCAU-TV, WFIL-TV, WPTZ.)

Additional TV developments included:

● Designation of Dec. 1 (today) by FCC as commencement date for processing of new applications for changes in facilities of existing stations, including power boosts and similar improvements.

● Another challenge to the basic legality of FCC's fixed allocation plan, contained in an appeal filed by WLAN Lancaster, Pa., in the Court of Appeals for the District of Columbia on Monday.

WLAN protests conditional grant to WGAL-TV Lancaster to switch from Ch. 4 to 8 pending outcome of a comparative hearing on the Ch. 8 bids of both stations. WLAN asks stay of change pending ruling on appeal.

Gimbel Statement

Benedict Gimbel Jr., president-general manager of WIP, expressing gratification over the FCC's action, pointed out Philadelphia "is the first major metropolitan city to be granted a commercial license to operate a uhf television station. . . . This represents a long and continuous effort on the part of WIP to secure for Philadelphia another TV facility."

WIP's licensee, Pennsylvania Broadcasting Co., is a subsidiary of Gimbel Bros.

WALA-TV Mobile, Ch. 10

grantee, expects to affiliate with NBC, same network as the AM outlet. RCA equipment probably will be used, it was reported. National representative will be Headley-Reed Co.

WONE-TV Dayton, Ch. 22 grantee, estimates commencement in July.

The WLAN Lancaster appeal follows by a fortnight the Sixth Report appeal filed in the same court by WSAL Logansport, Ind. [B•T, Nov. 17]. Counsel for WLAN are Arthur W. Scharfeld and Stephen Tuhy, Washington radio-TV attorneys.

WLAN told the court FCC ruled properly that the Ch. 8 bids of WLAN and WGAL-TV should be set for comparative hearing but erred in issuing a conditional grant

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LABOR STRIFE

AFTRA, SAG Demands Involved

SPECTER of two strikes hovered over the broadcasting industry last week, with the Screen Actors Guild scheduled to begin its strike today (Monday) against producers of TV film commercials, and the American Federation of Television & Radio Artists closeted in over-the-weekend negotiations with the networks over radio and television contracts which expire today.

AFTRA, which has been conferring with the networks since late October, originally demanded a 20% general wage increase plus provisions for setting up a welfare fund. George Heller, executive secretary of the union, declined last Wednesday to reveal whether AFTRA has relaxed its proposals. He would not speculate on what course the union would take if an agreement was not effected by last night (Sunday).

Mr. Heller said AFTRA members in New York, Chicago and Hollywood last week approved a strike authorization but added he was not prepared to declare what action would be adopted if terms were not reached. He said the union planned on negotiation sessions through Sunday to iron out differences.

SAG strike authorization meanwhile was voted unanimously at membership meetings in Los Angeles, New York, Chicago and

Detroit, and ratified by mail ballot. Strike action has received the approval and support of AFTRA, Actors Equity and Chorus Equity Assns., American Guild of Variety Artists, American Guild of Musical Artists and Screen Extras Guild, which have pledged their members not to accept employment in the TV film commercial field.

The union notified all producers and 8,500 SAG members last week that the stoppage would take effect today. It warned producers that "if any production of television film is attempted by using the services of non-union actors, we will immediately place such producers, advertising agencies, their clients and products on the unfair list of the American Federation of Labor."

First Contract in Field

The strike was ordered by SAG following negotiations with the Film Producers Assn. of New York and the American Assn. of Advertising Agencies since Sept. 8 to produce the first contract in the field. These discussions were to have evolved a nationwide formula that would have set the pattern for a contract in all film producing centers in the country. Negotiations broke off on Oct. 22, prin-

cipally over failure to agree on a yardstick to settle payment when a film is re-issued [B•T, Oct. 27].

SAG's position was that an actor should be repaid his original fee (\$70) every time the film is re-issued on a network basis (defined as more than one station). In the case of a "wild spot"—one used on a network station break or in a single locality—the film could be used four weeks, after which the fee would have to be repaid. SAG also specified that after one year the TV commercial should be withdrawn from further use.

The producers' counter-proposal included the use of a filmed commercial on a network (defined as more than 30 stations) for the original payment plus a premium for a period of 13 weeks, at the end of which time the fee would be repeated for subsequent use.

They also opposed any overall limitation on the life of the spot. For less than 30 stations they demanded that original payment to the actor permit unlimited use for 26 weeks. With respect to "wild" spots, the producers maintained that original payment should permit unlimited use for 13 weeks on a national basis, 52 weeks on a

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