

Mexican TV Originations In San Diego Requested

Asking FCC approval of a plan to originate programs in San Diego, former American radio-TV executive Alvin George Flanagan would program over XETV (TV) Tijuana, Mex., to U. S.-Mexico surrounding area.

AN AMERICAN radio-TV executive last week filed application with FCC for approval to originate programs in San Diego for XETV (TV) in nearby Tijuana, Mexico—programs designed for San Diego-Tijuana and Southern California.

The Mexican station's Grade A contour blankets San Diego, reaches 40 miles from Tijuana to the edge of Escondido, Calif., and slices through the middle of Encinitas on the California coast.

XETV, operating noon to midnight on vhf Ch. 6 with effective radiated power of 38 kw visual, is under license to Radio y Television S.A., a Romulo O'Farrill-Emilio Azcarraga interest. XETV's national representative in the U. S. is Edward Petry & Co.

The applicant is Alvin George Flanagan, former program manager for the ABC-TV Western Division. He has contracted with XETV, as an independent program packager and producer as well as time sales broker, to supply live shows from San Diego via microwave relay. These programs would comprise 30% of the regular XETV schedule.

XETV proposes to install all facilities in San Diego and bear all production and operating costs. The station will pay Mr.

MEXICO Flanagan \$300 weekly for gross sales up to \$30,000 per week with added commission of 1% for excess over \$30,000 and 1½% for excess over \$60,000.

Line Charges

Microwave relay facilities of the Pacific Telephone & Telegraph Corp. are to be used. Monthly line charges would not exceed \$1,200, according to present estimates.

Details of the contract and programming plans were contained in the FCC application Form 308, requesting permission "to locate, maintain or use studios or apparatus for production of programs to be transmitted to foreign radio stations." It was filed by Washington radio-TV attorney Norman E. Jorgensen.

The studios for the XETV programs are to be located at 4231 Park Blvd., San Diego, leased by the Tijuana station and fitted with XETV cameras and equipment.

According to the application, the programs to be supplied by Mr. Flanagan would consist of the following types: Entertainment 36.8%, religion 8.3%, agriculture 11.8%, education 15.8%, news 16.7%, discussion 7.9% and talks 2.7%.

Mr. Flanagan has been in radio and television 16 years. From 1936-38 he was radio director in the U. S. Office of Education. Mr. Flanagan joined Don Lee Broadcasting System's experimental TV station 6XAO as a director, moving in 1949 to KFMB-TV San Diego. He joined ABC-TV in 1951.



Mr. Flanagan

INDEPENDENTS HIT CONTROLS IN CAB BRIEF FILED WITH CBC

Aroused by CBC's tight-fisted control over network broadcasting, non-government independent stations are uniting under CAB in a battle that is familiar to the U. S. radio-TV industry. With TV new to Canada and strong U. S. competition, stations are expected to protest any CBC encroachment, lest a restrictive pattern be set.

NETWORK monopoly by the Canadian Broadcasting Corp. is the greatest stumbling block in the way of developing Canadian talent,

CANADA the Canadian Assn. of Broadcasters stated in a brief to the CBC board of governors at Ottawa last Friday. Occasion was a public hearing on proposed new broadcasting regulations which call for definite percentages (from 30 to 48) of Canadian talent and Canadian origination in all programs broadcast by Canadian stations.

The CAB brief charged that this "sets up a glittering general target designed to gain quick approval."

The CAB, representing 119 independent broadcast stations out of a total of 139 non-government stations in Canada, charged CBC with using impractical controls to cover up its own shortcomings in developing Canadian material.

Purpose and intent of the proposed control dealing with original Canadian production are generally misunderstood. Terms do not specify the use of talent, only material of "original Canadian production."

"The proposed controls," the brief points

out, "establish absolute governmental power over all material published by broadcast in Canada. This power is reinforced by the absolute power of life and death over any broadcasting station and places an administrative tribunal, the CBC, in the position where it has the power to compete and to legislate, to act as prosecutor, judge, jury and executioner with no right of appeal."

The CAB asked for democratic regulation and court enforcement by independent judges with right of appeal to insure impartiality and correction of judicial error.

The CAB brief stated that the "proposed control [over Canadian content] reeks with the narrow and bigoted nationalism thought well dead and buried in the 20th century. If there is any merit in the proposed control, it should not be imposed by an administrative tribunal. It should be part of the law of the land and percentages in it applied to all forms of publication."

The CAB brief dealt in detail with various clauses of the proposed new regulations, and summarized public service performed by Canadian independent broadcasters and their development of Canadian talent and material.

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