

HILL UHF HEARING TO BE HELD MAY 4-6

Word from Sen. Potter is that his work on the McCarthy-Army controversy has forced a shuffling of hearing dates.

THE HERALDED Senate hearing on the status of uhf has been postponed a week, from April 27-29 to May 4-6.

Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.) announced late Thursday the hearing would be pushed back because of activity by another Senate group.

The other legislative unit is the Senate Permanent Investigations Subcommittee which is probing the McCarthy-Army affair. The probe group last week announced hearings on that issue would begin April 22. Thus, Sen. Potter, who is a key member of the investigations subcommittee, wanted the uhf study delayed so that he could have time to spend on the McCarthy probe.

The communications hearing will be on uhf and the relationship of that tv band to the multiple ownership question [B•T, April 5, March 29].

Some uhf operators, it was understood, tentatively have been slated to deliver testimony. But the list is far from complete.

Quite definite is the expected appearance of Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn.

Manufacturers Slated

It was understood that the principal uhf transmitter manufacturers—most likely RCA, General Electric and DuMont Labs.—are planning to appear.

It was confirmed that the Ultra High Frequency Tv Assn. will have a spokesman before the committee. Lou Poller, WCAN-TV Milwaukee (ch. 25) and Leon Green of KNUZ-TV Houston (ch. 39) will testify.

Other uhf people have indicated their interest in appearing before the subcommittee but plans are not yet firm.

FCC will be represented, probably by its

chairman, Rosel H. Hyde.

Reportedly the networks will send representatives to appear before the subcommittee, although details are slim.

The May 4-6 hearing will be held in the same room and hour as were announced previously for the April hearing.

'DRY' BILL HITS TV BEER ADS

A NEW but different "dry" attack against beer advertising on the airwaves cropped up on Capitol Hill last week.

Rep. Hamer H. Budge (R-Idaho) quietly dropped a bill in the hopper which would amend Title 18 of the U. S. Code making it "a crime to televise advertising showing pictures of persons pouring, drinking or opening containers of alcoholic liquors."

B•T learned that the Congressman introduced the bill to affect tv exclusively because of a great many letters urging action on a now dormant House bill (Bryson bill) that would bar all alcoholic beverage advertising.

According to Rep. Budge, the most objectionable feature of tv to Idahoans who have written him on the subject is the advertising by beer firms who show the pouring, drinking or opening of beer containers.

Idaho is not a dry state but has state-licensed liquor stores.

The bill (HR 8744), referred to the House Judiciary Committee, would add a new section to the code which would read:

Whoever, being a person licensed to engage in television broadcasting or licensed to operate a television broadcasting station in the U. S., knowingly transmits, or permits the transmission, over such station of commercial advertising showing any picture of a person or persons pouring, drinking, or opening the containers of any alcoholic beverage referred to in section 1263, shall be fined not more than \$1,000, or imprisoned not more than one year, or both.

It would become effective about six months (180 days is specified in the bill) after the bill was enacted.

WSPA-TV Applies to Modify CP to Get Back on Paris Mt.

WSPA-TV Spartanburg, S. C., applied to the FCC last week to modify its construction permit for ch. 7 to put its transmitter permanently on Paris Mt., 5½ miles from Greenville, S. C.

This is the same site for which WSPA-TV held a special authority for interim operation, but which it turned back to the FCC two weeks ago after the U. S. Court of Appeals issued a stay order prohibiting construction [B•T, April 5]. The court's ruling came after appeals by WAIM-TV Anderson, S. C., and WGVL (TV) Greenville, S. C. Both are uhf stations. They claimed that the FCC refused to accept their protests to the interim authorization on the grounds that they were not "parties in interest." Nub of their protests was that WSPA-TV was required to move to Paris Mt. in order to secure a CBS affiliation. They claimed economic injury.

New WSPA-TV application indicated that the station would use the former site of WFBC-FM Greenville, which contains a 400-ft. tower and transmitter building plus a six-room cottage. It would lease this for \$500 a month, the application said. It also indicated it would have CBS affiliation.

Present CP specifies 316 kw from 2,000 ft. antenna above average terrain on Hogback Mt.

Proposed Paris Mt. site would utilize 200 kw from 1,182 ft. antenna height.

On Friday, WAIM-TV notified the FCC that it intended protesting this modification also.

Cuba-Mexico Dickering Must Precede U. S. Pact

MEXICO hopes to negotiate a bilateral standard broadcasting agreement with the U. S. as soon as that country, which was not signatory to the 1950 North American Regional Broadcasting Agreement, irons out channel differences with Cuba, which was party to the new NARBA.

This was indicated last week as the State Dept. announced its informal meeting with Mexican communications officials failed to produce an interim agreement but did outline an agenda for a formal session in Mexico City in October [CLOSED CIRCUIT, April 5]. The meeting was concluded by a luncheon at the Mexican Embassy Monday.

The U. S. delegation, with FCC Chairman Rosel H. Hyde as chairman and Comr. Robert E. Lee and State Dept. Telecommunications' John S. Cross as vice chairman, reportedly had been prepared to tackle a number of standard broadcast channel problems, including protests of certain Mexican station assignments, but Mexico deferred discussion until the formal meeting this fall. Mexico indicated it and U. S. have been getting along without interim agreement, and a few more months wouldn't matter.

Other U. S. representatives attending the closed meeting, which began March 29, included Joseph Kittner, James E. Barr, Bruce S. Longfellow, Donald Kanode and Irving L. Weston, all FCC; Gerald W. Russell, State Dept., and Raymond Harrell, telecommunications attache of the U. S. Embassy at Mexico City. Mexican officials included Delegation Chairman Carlos Nunez, Ministry of Communications and Public Works; Vice Chairman Lazaro Barajas, and Ignacio Ramirez Carraza and Manuel Zorilla.

First Local Tv Grant Goes to Muskogee, Okla.

FIRST local tv station for Muskogee, Okla., was approved by FCC last week in a ruling making final a hearing examiner's recommended grant of ch. 8 there to Tulsa Broadcasting Co. [B•T, March 8]. Tulsa Broadcasting is headed by John T. Griffin and is licensee of KTUL Tulsa and KFPW Fort Smith, Ark.

Action was made possible by dismissal of two competing applications, those of KBIX Muskogee and Ashley L. Robinson. The latter received \$6,000 for expenses incurred.

Tulsa Broadcasting hopes for an August commencement date for the Muskogee ch. 8 outlet, it was indicated at the time of the initial decision. Avery-Knodel Inc. would be station representative while network affiliation is expected to be CBS since KFPW, KTUL and KOMA Oklahoma City, another Griffin interest, are radio affiliates of that network. Mr. Griffin also is principal stockholder in ch. 7 KRTV (TV) Pine Bluff, Ark., an ABC outlet.

Daytime Overlap Puts Sale Of KMO-AM-TV in Hearing

BECAUSE of a question of daytime overlap with KAYO Seattle (formerly KRSC), FCC last week advised KMO-AM-TV Tacoma that its proposed \$500,000 sale to KAYO's owners "indicates the necessity of a hearing."

Carl E. Haymond has sold the KMO proper-



TENNESSEE Gov. Frank G. Clement addresses a meeting of 200 state, county and municipal government and other leaders called by F. C. Sowell (l), manager of WLAC Nashville and chairman of the Governor's Emergency Traffic Safety Committee, to plan a campaign to reduce traffic accidents in response to President Eisenhower's appeal for an "action program" on traffic safety.