

## RCA REPLACES NBC IN O & O CALLS

CHANGE of several NBC station call letters to "RCA" combinations—in line with recent emphasis upon identification of the RCA-owned network as "A service of RCA" [B•T, Sept. 6]—was approved by the FCC last week.

Effective Oct. 18, FCC said, New York NBC stations WNBC, WNBC-FM and WNBTV (TV) become WRCA, WRCA-FM and WRCA-TV, respectively. In Washington, where the network owns and operates WRC-AM-FM and WNBW (TV), the tv station becomes WRC-TV. In Los Angeles, KNBH (TV) becomes KRCA (TV), the Commission reported.

The RCA call combinations are made possible through swapping letters with two international shortwave broadcast stations owned by RCA-NBC. These are WRCA at Bound Brook, N. J., and KRCA at Dixon, Calif. Both are multiple-transmitter installations. WRCA international becomes WNBC and KRCA becomes KNBH, the Commission explained.

## CBS Plans Radio-Tv Debates Between GOP and Democrats

A SERIES of four debates, two of which will feature the national chairmen of the Republican and Democratic National Committees, Leonard Hall and Stephen A. Mitchell, has been announced by Irving Gitlin, CBS director of public affairs. Series is to start on both the radio and tv networks on Oct. 10. Entitled *The Hall-Mitchell Debates*, which CBS hails as "in the tradition of the Lincoln-Douglas and Webster-Hayne" debates of the past century, programs will deal with the key issues of the 1954 political campaign. The chairmen will oppose each other on the first and last programs of the series, while the middle two shows will square-off top-ranking party members invited by the chairmen.

The telecast will be at 2:30-3 p.m. EST, the radio program at 10:30-11 p.m. EST. Lyman Bryson, commentator, will be chairman of the show which will be produced by Ted Ayres and Lewis Shollenberger, of CBS' Washington public affairs staff.

## KOVR (TV) Joins DuMont

AFFILIATION of KOVR (TV) Stockton, Calif., with the DuMont Tv Network, effective immediately, was announced last week by Elmore B. Lyford, DuMont's director of station relations. Ch. 13 KOVR is owned by Radio Diablo Inc., has an effective radiated power of 144 kw and an antenna height of 4,400 feet above average terrain. Spokesmen said the station covers Stockton, Sacramento and Merced in addition to the San Francisco Bay area and the peninsular region.

## NBC Continuity Dept. Change

NBC's continuity acceptance department, headed by Stockton Helffrich, henceforth will report to Kenneth W. Bilby, the network's new vice president for public relations, NBC announced last week. In the past, Mr. Helffrich's department has reported to Thomas E. Ervin, vice president and general attorney. Named NBC public relations vice president on Sept. 3, Mr. Bilby also is in overall charge of NBC advertising, promotion, research and press.



CONTRACT for 35 professional football game broadcasts of Los Angeles Rams and San Francisco 49'ers teams on Don Lee, MBS Arizona and MBS-Intermountain stations is negotiated in Hollywood by (l to r) Norman Ostby, Don Lee vice president in charge of station relations; Les Mullins, advertising manager of the sponsoring San Francisco Brewing Co. (Burgermeister beer) and Norman Boggs, Don Lee sales vice president.

## Gould Returns to N. Y. 'Times'

JACK GOULD, who resigned as radio-tv editor of the *New York Times* some two and a half months ago to become information adviser of CBS Inc. [B•T, July 19], resigned from CBS last week and went back to his old post on the *Times*. His resignation, which came suddenly and unexpectedly, was attributed to his desire to get back into harness as reporter and columnist on radio-tv affairs. He has been with the *Times* for some 18 years, approximately 10 of them as radio-tv editor. The post had not been formally filled following his mid-July resignation. Late last week his successor at CBS had not been named.

## CBS-TV Previews 'Search'

CBS-TV last week held a preview for newsmen of *The Search*, new weekly series based on significant research projects currently in progress at leading universities. Premiere will be Oct. 17 (Sun., 4:30-5 p.m. EST).

The 26-week series, under preparation for more than two years, was filmed on location at educational institutions. Irving Gitlin, CBS director of public affairs, is producer.

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