

# at deadline

## KTVQ-NATS Agreement Up to Federal Court

TWO-YEAR agreement whereby ch. 25 KTVQ (TV) Oklahoma City becomes identified with GE's National Affiliated Television Stations Inc., receiving new programming and financial resources [B•T, March 21 et seq.], goes today (Monday) before Federal District Judge Edgar S. Vaught there for confirmation as station's reorganization plan. Agreement already has been circulated to creditors. Petition for reorganization was granted last December with John Esau, station president, and Duke Duvall, local attorney, named trustees by court. Mr. Esau has asked to be relieved of his posts to become general business manager of *Television Age*.

Under plan, subject to FCC approval, station's present common stockholders will get preferred stock. Total new common stock issue goes to creditor E. A. (Jack) Fariss for cancellation of note said to be in excess of \$100,000. Oilman-cattlemen Fariss agrees to advance station \$10,000, if needed, over and above \$20,000 new operating capital being loaned by NATS. Latter also will supply full film library under six-month deferred rental plan, provide management-sales advice and interim operating team. GE will defer equipment payments for year.

## Multiplex Plea Protested

CALLING for immediate enforcement of FCC's new rules on fm multiplexing and functional music operations, WGMS-AM-FM Washington petitioned Commission Friday protesting bid of WWDC-FM there for modification of rules. WWDC-FM won stay of rules pending reconsideration of provisions which would restrict simplex functional music programming and cause economic hardship in view of current contracts with advertisers and clients [B•T, May 2]. WGMS claimed that WWDC-FM, by telling FCC only 18% of its \$27,000 1954 income came from general broadcasting while rest came from functional music, showed that "beep" programming is not broadcasting and not entitled to simplex operation. WGMS said WWDC-FM modification would prejudice pay-tv battle.

## Trade Commission Check Covers Radio-Tv Quarterly

SPECIAL task force of Federal Trade Commission that screens radio-tv commercials will spot check 2,800 radio stations and 600 tv stations four times yearly, FTC Chairman Edward F. Howrey told meeting of National Industrial Advertisers Assn. last week in Washington.

He said stations will be asked to submit advertising continuities for 24-hour period. Actual times of year will be determined by new "scientific sampling technique" designed to give FTC continuous and representative cross-section.

Chairman Howrey said revised procedure will "reduce the requests" by FTC for advertising continuities and thus lessen stations' burden. At same time, he indicated, station cross-section will be improved.

## ABC JOINS NARTB

ABC Radio network and four o&o stations joined NARTB Friday, winding up membership campaign which NARTB President Harold Fellows called "the most successful in NARTB history." NARTB now has all major radio and tv networks in membership. Recent drive brought total membership to 1,991, gain of 160 stations and one network since March 1. Richard M. Brown, KPOJ Portland, Ore., is membership committee chairman. NARTB now has 1,259 am stations, 332 fm, 271 tv, eight networks and 121 associates.

## Budget Hearing Thursday

FCC hearing on its \$6,870,000 fiscal 1956 budget by Senate Appropriations Subcommittee will resume at 10 a.m. Thursday instead of tomorrow (Tuesday) as previously scheduled [B•T, May 9], Sen. Warren G. Magnuson (D-Wash.), subcommittee chairman, said Friday. Senators are expected to question FCC closely about its proposed \$80,000 study of broadcast industry and other FCC policy matters.

## FCC Sets Two-Year Policy

FCC requires station operators to keep program and operator logs two years, but it never has spelled out how long broadcasters must keep other reports—performance measurements, auxiliary transmitter tests, political candidates' requests for time, logs of experimental and auxiliary stations. FCC now has decided that those documents should also be kept on file for two years.

## Weed Expands in Chicago

JOSEPH J. WEED, president of Weed Television Corp., New York, Friday announced expansion of Chicago sales staff. New sales manager is George Lindsay, who will supervise midwest sales staff including Bill Scharton, Dave Williams, Sam Eadie and Joseph Fisher Jr. Additions to staff are Messrs. Eadie and Fisher. Mr. Eadie was previously with promotion department of ABC and CBS and has been associated with tv staff of Free & Peters, Chicago. Mr. Fisher, who also has been with Free & Peters, was general sales manager of WENR-TV Chicago and KOVR (TV) Stockton, Calif.

## UPCOMING

May 17-18: *Chicago Tribune Forum on Distribution & Advertising*, WGN studio, Chicago.

May 19-20: *CBS-TV affiliates*, Waldorf-Astoria Hotel, New York.

May 22: *Radio Pioneers Banquet*, Washington.

May 22-26: *NARTB Convention*, Shoreham and Sheraton-Park hotels, Washington.

For other Upcomings see page 151.

## PEOPLE

MEREDITH M. DAUBIN, since 1938 in law firm of Dow, Lohnes & Albertson as tax attorney, has become associated with George O. Sutton, Washington communications attorney.

JOSEPH SANTLEY, recently producer-director with NBC-TV, appointed producer-director of Screen Gems' *Patti Page Show*, quarter-hour tv filmed series to be presented in 175 markets starting in July, under sponsorship of Oldsmobile.

MARVIN H. HULT, assistant manager, named manager of WMBD Peoria, Ill., by Charles C. Caley, president. ROBERT O. RUNNER-STROM, formerly manager of WLOK-AM-TV Lima, Ohio, joins WMBD in executive capacity. HAROLD V. PHILLIPS, sales manager, has resigned to join WTVH-TV Peoria as sales manager.

STEVE GILBERT, formerly of Radio-Tv Representatives Inc., N. Y., to New York sales staff, WAAT (TV) Newark.

GIL TURNER, formerly animator at Walter Lantz, has joined United Productions of America, Burbank, Calif., assigned to "Near-Sighted Mister Magoo" series.

JAMES W. BEACH, sales manager of ABC-owned WBKB (TV) Chicago, promoted to director of ABC-TV Central Div. He succeeds GERALD VERNON, who resigned.

EDWARD J. MONTAIGNE named Friday as supervisor of film production for CBS-TV program department. He will be associated with Nat Hiken, producer-director on new Phil Silvers' show, *You'll Never Get Rich*. He formerly was executive producer with William Esty Co.

## WTRI (TV) Hearing Completed

FCC hearing on protest by WTRI (TV) Albany to Commission approval of purchase of WROW-TV Albany by CBS commentator Lowell Thomas and associates (see earlier story, page 116) was completed Friday with testimony by Mr. Thomas and H. V. Akerberg, CBS-TV stations relations vice president. Both supported testimony of CBS President Frank Stanton and others that CBS affiliation for WROW-TV was granted in best interests of CBS and not because of CBS debt to Mr. Thomas. Parties were given to June 30 to file proposed findings with Chief FCC Hearing Examiner James D. Cunningham.

## Lever Studies Time Periods

LEVER BROS., currently sponsoring *Big Town* Wed., 10:30-11 p.m., on NBC-TV, studying other time periods and expects to take over Tues., 10:30-11 p.m. period, also on NBC-TV, next season when Chrysler and *It's a Great Life* will be forced out of that time because of sponsor conflict with Pontiac, moving into 9-10 p.m. spot. Lever Bros. also switched agencies for *Big Town* last week, moving from McCann-Erickson to Sullivan, Stauffer, Colwell & Bayles, New York.

## WBKB (TV) Increases Rates

WBKB (TV) Chicago, ABC o&o outlet, announces new rate card (No. 8) with increases covering programs, announcements and station breaks. Program charges run from \$2,200 for new one-hour Class AA time to \$825 for one hour Class D time on same basis, all classes downscaled for more frequent usage. Class A hourly rate up from \$1,650 to \$2,000. Top on announcements and breaks is \$400 for 20 seconds in Class A time (one to 12 times) and lowest is \$150 for 20 seconds of Class C. Rates are retroactive to April 1, 1955.