

**WHOSE AIR?** Sen. Charles E. Potter, of Michigan, second ranking Republican on Commerce Committee and former chairman of Communications Subcommittee, is so deeply concerned about scarcity of vhf spectrum space that he plans to propose overall high-level analysis of spectrum utilization both by government (military) and private users. He's alarmed over reports current in higher circles that military already is seeking low band vhf tv channels (2-6) through direct allocation by President. He questions whether maximum utilization of spectrum now is being made and whether frequency exchanges could not be worked out to ultimate advantage of both military and non-military users and, at same time, effect spectrum conservation. (See story page 31.)

B•T

**FILING of government antitrust suit against Loew's Inc. for allegedly block-booking features to tv (story page 46) doesn't mean Justice Dept.'s investigation of film dealing stops there. It's known that Justice agents are still looking into practices of other film distributors.**

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**JAHNCKE TO FCC?** Friends of Ernest Lee Jahncke Jr., former ABC vice president, are urging his appointment to FCC if Chairman McConaughy elects to leave upon expiration of his term June 30. Mr. Jahncke, 20-year veteran in broadcasting at age 44, is native of Connecticut and life-long Republican. He resigned from ABC with departure of Robert E. Kintner as president.

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**BROADCASTERS supporting Jahncke candidacy on "if" basis point out need for businessman-broadcaster and feel Mr. Jahncke's two decades of experience would be asset (he started with NBC in 1937; was assigned to Blue network which eventually became ABC under independent ownership). He's understood, moreover, to have support of Connecticut GOP senators. He's Naval Academy graduate and is commander in Reserve. His father was Assistant Secretary of Navy under President Hoover.**

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**SHAKE-UP** • Seemingly all inclusive coverage of San Francisco earthquake given by all news media overlooked one facet of particular interest to broadcast buyers and sellers. Number of commercials had to be made good because of interruptions caused by trembling turntables or palpitating projectors. Other weather victims last week were Clark George, general manager, and Bob Wood, commercial manager, of KNXT (TV) Los Angeles, who feared stormy skies and so entrained for New York to be sure to arrive in time for meet-

ing of executives of CBS-owned tv stations on Monday. Result of their caution was to find their train snowbound and to reach their destination, via plane from Chicago, day and half behind schedule.

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**ONE question considered sure to be raised by CBS-TV affiliates at their annual meeting with network officials this week is almost perennial proposal for longer station breaks. Breaks now are 40 seconds; at least some stations would like lengthening to accommodate two 20-second spots in addition to I.D. Network, however, feels this not feasible. Annual convention is Friday and Saturday in Chicago, preceding NARTB convention.**

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**SECRET SESSIONS** • FCC network study staff—now armed with hearing and subpoena powers authorized by FCC two weeks ago [B•T, March 25]—would like to conduct hearings, if any are ordered, in secret. Whether this is possible under existing rules and law is under consideration by network staff and FCC legal aides. Meanwhile FCC is pondering what will happen after June 30 when \$241,000 appropriated for network study runs out. Thinking at FCC is that some means will be found to continue staff, or at least skeleton, if study is not completed.

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**NBC Radio's hourly five-minute newscasts, center of hot controversy when launched early this year (Jan. 14, et seq.), have picked up first sponsorship renewal. Brown & Williamson Tobacco Co. has signed as co-sponsor for another 13 weeks, effective April 29, through Ted Bates & Co., New York. Other co-sponsor is Bristol-Myers whose renewal notification is not due till about end of month. Bristol-Myers agency is Young & Rubicam, New York.**

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**PEOPLE'S CHOICE** • Col. Edward M. Kirby, wartime Army radio chief and before that public relations director of NARTB (then NAB), has been named public relations director of People-to-People Inc., Eisenhower-inspired project to give impetus to worldwide program for amity. Project, privately undertaken, is designed to augment government (USIA) and Crusade for Freedom programs. Radio-tv committee, one of 41 different segments, is jointly chairmanned by Frank Stanton, CBS Inc. president, and Harold E. Fellows, NARTB president.

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**NEW unit designed to eliminate scratch impressions on film (developed by Richard Sassenberg, traffic manager at RKO Television Inc.) is expected to be revealed at NARTB convention. It can be attached to 16 mm film projector in 15 minutes, hides marks during projection (dust, for example,**

**causes scratches on film's surface), already has been tested on 16 mm film projected on WOR-TV New York. It's claimed device not only would assure excellent film picture on air but also could save as much as 50% of film reproduction cost, double film print's life and even permit same print to be used for its entire commercial film exposure on tv.**

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**ASK THE BOSS** • NARTB and AFM officials were trying to locate James Caesar Petrillo at weekend. AFM president was motoring somewhere in West. NARTB wanted to know if it would be all right for Great Lakes Naval Training Center Band to play "The Star Spangled Banner" as background to U. S. Marine Corps Color Guard ceremony opening formal convention proceedings Tuesday morning. Complication centered around need for music czar's permission before military band can perform. Convention, incidentally, is paying neat sum for banquet musicians.

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**RECURRING reports of imminent sale of WOV New York were held to be without foundation by M. S. Novik, president of WOV Broadcasting Corp. Acknowledging that offers have been made, Mr. Novik says he and his associates are "flattered" but that "we are not interested in selling."**

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**NEW NAME IN RADIO-TV** • J. H. Whitney Co. understood to be setting up "front office" for its owned stations—WISH-AM-TV Indianapolis, WANE-AM-TV Ft. Wayne, KOTV (TV) Tulsa, KGUL-TV Galveston—in form of newly-organized Corinthian Broadcasting Corp. C. Wrede Petersmeyer, president of all owned stations but KGUL-TV, is slated for Corinthian presidency. New company will be "front office" to fill need for "a common denominator—a service organization for all the stations," according to one Whitney official. It will advertise Whitney stations as unit—through newly-appointed agency, Anderson & Cairns, New York—but no change in sales representation contemplated. Edward Petry & Co. will continue to represent Ft. Wayne and Tulsa stations; Bolling Co. will stay with Indianapolis outlets, and CBS Tv Spot Sales with Galveston. Corinthian headquarters will be 630 Fifth Ave., New York 22. Tel.: Plaza 7-0500.

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**J. J. (JOE) BERNARD, vice president-general manager of WGR-AM-TV Buffalo, is acting as consultant for new ch. 2 KTV1 (TV) St. Louis. Station, to be ABC affiliated, has target date of April 15, having gone dark March 20 as uhf on ch. 36 to install new equipment. It's Mr. Bernard's first consultancy.**