

Networks begin talks with technical unions

Network labor executives, who recently completed a strenuous round of talks leading to contracts with the American Federation of Television & Radio Artists and the Screen Actors Guild, embark on another schedule of negotiations this month. NBC and ABC open talks today (Jan. 9) with the National Assn. of Broadcast Employees & Technicians in Cincinnati, while CBS begins its contract talks with the International Brotherhood of Electrical Workers in New York on Jan. 16.

The pacts, which cover technical employees largely at the networks and owned stations, expire on Jan. 31. Approximately 2,300 workers at ABC and NBC are under NABET's jurisdiction, while about 1,500 CBS employees are members of IBEW.

Neither union nor management officials would disclose any information at this time on contract proposals. It is reported that the unions will seek basic increases in salaries and safeguards against job displacement because of automation.

Voice of Democracy winners

State winners from all 50 states and District of Columbia were announced Jan. 4 by the Voice of Democracy broadcast scriptwriting contest. The high school students (26 girls and 25 boys) won all-expense trips to Washington in February. The four top national winners will be announced at a Feb. 22 awards luncheon. The contest is sponsored annually by NAB, Electronic Industries Assn. and state associations of broadcasters in cooperation with the Veterans of Foreign Wars.

Sindlinger's new service

Albert E. Sindlinger Inc. will announce the inauguration of its new nationwide daily tv activity service at a luncheon to be held at New York's Sheraton East Hotel on Tuesday (Jan. 19). Service will make available ratings within a week of telecast based on new sampling taken daily.

ABC to meet with affiliates

ABC is holding two meetings in Miami Beach this week. Network Executives and the board of governors of the tv network's Affiliates Advisory Assn. will meet Thursday and Friday (Jan. 12-13). Station managers of the network's owned-and-operated radio and tv stations stage their annual meetings during the entire week, starting today (Jan. 9). The conferences will take place at the Balmoral Hotel.

The board of governors also will begin its meetings today, led by Chairman Howard W. Maschmeier, general manager of WNHC-TV New Haven before

convening with ABC-TV executives on Thursday. Presiding at the station managers meeting will be Stephen C. Riddleberger, ABC vice president for owned and operated stations. Future plans of the owned and operated stations will be discussed.

Media reports...

Call letter change ■ KCMC-TV Texarkana, Tex., has been authorized by the FCC to change its call letters to KTAL (TV), effective with its change of transmitter site to Vivian, La., expected this spring. The new transmitter installation will more than triple the number of people reached by the station, it is claimed. The station has retained Bozell & Jacobs to handle public relations and advertising connected with the change.

Markets and brands ■ Market variations in product usage and brand preferences are detailed in the latest Brand Comparison report released today (Jan. 9) by Television Advertising Representatives Inc., New York, in behalf of Westinghouse Broadcasting Co.'s tv stations. The study, which was conducted by Pulse Inc. during July 1960, provides agencies and advertisers with individual market data on the following specific products: gasoline, tea, beer and ale, cold cereals, dog food and milk additives.

Early, early show

Late, late show addicts in Ohio who forgot to turn off their tv sets saw an early morning sales meeting rather than test patterns on Jan. 5. Telecast, produced by Westinghouse Appliance Sales, was beamed simultaneously on WJW-TV Cleveland, WKBN-TV Youngstown, and WTOL-TV Toledo into the living rooms of some 900 major appliance dealers who watched a sales pitch for Westinghouse air conditioners. The program, presented during a period the station is normally off the air (7-7:30 a.m.), was put on tv to increase the number of dealers who could attend the meeting.

New quarters ■ The Spanish-language station KALI has moved its studios and offices from Pasadena, Calif., where it had been quartered the last 14 years, to a recently purchased building in Hollywood. New address is 5723 Melrose Ave., Hollywood 38; phone, Hollywood 6-6161.

Praise ■ Philadelphia's broadcasting industry, for gallantry beyond the call of duty, was praised by the city's United Torch Fund Drive for spurring

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