

# Staff Raiding Sure as ABC Eyes Own Op

## NBC's Crotty First Switch?

NEW YORK, Aug. 10.—Faced with the immediate possibility of staffing two television stations for which it has licenses and three more for which it is indicated an okay will be forthcoming, the American Broadcasting Company is going into deep silences as to where the personnel will come from.

Known however is the fact that the personnel which does not have to have video training, i.e., sales, publicity, promotion financial and office execs will come from regular AM web operations. Program and studio personnel, it's officially stated, "will be chosen from the hundreds of applicants which ABC has on file." Actually trade knows that that's a lot of nonsense and that the web will have to and expects to raid NBC, CBS and GE. First man said to be set to come over from NBC is Burke Crotty, remote and sports authority. Raiding of GE's WRGB will be somewhat more difficult since a number of the producers are just "waiting for the day when Howard Hughes (airplane and pic exec, who is gradually getting over his recent crash) wins his construction permit. These camera pushers and meggers have already committed themselves to go to Hollywood for the operation. (It didn't take much urging.)

Several CBS men are willing and eager (Paul Mowrey, ABC video topper, worked for Columbia). No raiding of DuMont is expected.

# CBS Peddling Video on "Come In Now" Pitch

NEW YORK, Aug. 10.—Thinking at CBS television time sales headquarters is said to be changing. Up to recently, the selling of George Moskovics has been "wait until color comes in before you spend any real dough in television programming." The slant now is to get in the sponsors and sell them on going on the air "to be ready for color"—and, of course, "CBS will have color first."

Latest sponsors to sign on the line is Bristol-Myers, which also has *Geographically Speaking* on NBC's WNBT. This makes Ford, Gulf and Bristol-Myers the CBS sponsor trio with a long list of Young & Rubicam accounts said to be on the teetering stage.

## WOC Returns to NBC

DAVENPORT, Ia., Aug. 10.—WOC here, oldest station west of Mississippi River and first Western outlet to become a member of NBC, will rejoin the network on January 1. WOC has been a member of the Blue Network during recent years and in rejoining NBC will be on the same network with its sister station, WHO at Des Moines.

NBC during the past five years paid its personnel almost \$3,000 for suggestions submitted under its employee suggestion program. About 90 a month are submitted, and the average award is slightly more than \$10 per accepted suggestion.

## W6XYZ 15 Hrs. Awaits IM Sets

HOLLYWOOD, Aug. 10.—W6XYZ (Paramount), now carrying approximately four hours weekly, will boost its program schedule to 15 hours per week as soon as the first thousand post-war receivers are installed in this area. According to outlet's director, Klaus Landsberg, plans are already in the hopper to prep programs to fill the additional time and to ready facilities so that station can carry the load.

Its present 20 by 35 studio on Paramount Pictures lot will soon be supplemented with one 20 by 20 studio and one 60 by 80. Work is already under way to clear this additional space (adjoining to outlet's present location), all of which will make temporary headquarters for station until its own building can be constructed. Additional time will be divided 30 to 50 per cent sports-special events; 20 to 30 per cent film, and 20 to 30 per cent live studio programs.

In addition to its two cameras now in operation, outlet has six new shadow boxes ready for use. Equipment also includes two mobile units with two image orthicons.

# ABC Plans First Station Perking For New York

NEW YORK, Aug. 10.—While speculation is running wild on which city the American Broadcasting Company will have its scanner in operation first, the inside is that ABC expects to have its license okay and its transmitter percolating first not in Chi or the Motor City where it has licenses already, but in metropolitan New York.

Off the record advices to the network from the FCC indicate that American will have five station licenses before November 1, including one in New York City. Commission feeling is that ABC without a station has done more program-wise than DuMont with stations in New York and Washington, Philco in Philadelphia and Zenith, Balaban & Katz in Chi.

Studios are expected to be located in Queens with the transmitter on top of the General Electric Building on Lexington Avenue.

# WRGB Goes 5 A Week With WNBT Relays

SCHENECTADY, Aug. 10.—Station WRGB will go on a five-day week sked starting Monday, August 19. Tests recently completed, which started with the presentation of the Louis-Conn fracas, have proven that reception from WNBT in New York is consistent enough thru the new relay points between the Empire State Building and the Helderberg Mountains where the WRGB transmitter is located, to sked NBC programs on a network basis from Monday thru Friday.

WNBT's top shows will be integrated with the regular WRGB sked (Monday, Wednesday and Fridays). GE, being cagey, still characterizes the sked as "experimental," there's too much never-never land left in video for an engineering org to be positive.

# Performer Scales To Be Set By AFRA at Coast Meeting While 4 A's Keep Sharp Eye

## All Unions Admit That "the Time Has Come"

NEW YORK, Aug. 10.—"The time is up on television," stated a top exec of the Associated Actors and Artistes of America, AFL international covering all performers, in a discussion this week during which he outlined the immediate necessity of setting scales for the video industry. Statement was prompted by the fact that American Federation of Radio Artists, at its annual convention in Los Angeles late this month, will outline moves preparatory to starting wage negotiations with the entire industry. George Heller, top AFRA exec, indicated Friday (9) that the recent pacting of national advertisers for

video programs left no doubt that the time had come.

### Bank Rolls in, So . . .

Equity spokesman too, apropos of the fact that Ford, Bristol-Myers, Standard Brands and other top advertisers were already committed to extensive video schedules, stated "something will have to be done, whether we like it or not." This last remark referred to the fact that action on the matter of video scales and the entire problem of video jurisdiction has long been deferred by sister unions within the Four A's, some of whom have repeatedly claimed the time was not yet ripe. Video problems, including working conditions and scales, have been entrusted in the interim to a Four A's committee including reps of Actors' Equity, AFRA and Screen Actors' Guild, all of whom have some claim to the video jurisdiction.

Actors' Equity spokesman, questioned as to how AFRA could set up and negotiate scales while the problem of jurisdiction was still unsettled, stated that possibly scales could be set by AFRA and administered thru the Four A's committee on television.

In any event, AFRA is not of a mind to wait any longer, and execs within Equity and other Four A's groups feel the time has finally come.

### Dough Runs the Gamut

According to Equity, no standard wage rates or conditions exist in the video industry despite the fact that national advertisers are now on the bandwagon. It is known that some top agencies, such as J. Walter Thompson, have been paying good dough for performers appearing on the Standard Brands and other video series—in fact, salaries comparable to similar engagements in radio. On the other hand, according to Equity, some performers get as low as \$5 to \$20 for a week's work, these performers being snared on the argument that they are getting in on the ground floor.

In addition to evidences of video interest on the part of major advertisers, there are various other factors motivating elements with the Four A's to hurry along the setting of tele scales. These are the expanded plans of the networks with regard to video; the granting by the FCC of additional licenses; and the more favorable manufacturing picture which will probably mean equipment deliveries in a short time.

"We don't," says Equity, "want the early days of the new medium to approximate those of the radio industry."

In other words, from now on it's strictly business.

# Lee Wallace Sells Revue to NBC

NEW YORK, Aug. 10.—NBC can be sold a package, and it doesn't have to be a \$25-\$50 service fem seg either. Lee Wallace proved it with the sale of a 45-minute musical, *The Window Shade Revue*. Deal was set in the name of Lee Wallace Tele-shows, and is said to be one of the biggest budgeted shows yet done by NBC on WNBT since the web took over Channel Four.

Cast of the *Revue* includes Bibi Osterwald, Harold Lang and Jane Deering, all of *Three to Make Ready*, Carl Ravazza, Lee Sherman, Beatrice Seckler, Lillian Cornell and unnamed comic, (Jules Munshin and Peter Lind Hayes were wanted but were said to have been price tagged too high) and three showgirls.

Deal which is an honest attempt on the part of the Wallace org and NBC to build a video equivalent of the *Garrick Gaieties* or *Little Show* on a "revuers" small unit basis, is only a one-time contract with the usual options. Date set is August 25 and Robert Mayberry is writing the script which is, being typically revuers, topical in character. It's also an attempt to do a musical revue without live music.

## WCAU To Spot Philly Civic Problems on Documentaries

PHILADELPHIA, Aug. 10.—WCAU, which last year spearheaded a city-wide campaign to obtain better drinking water for the citizenry, will broaden its civic crusading this fall by linking with the local Chamber of Commerce and Board of Trade to present 13 documentary broadcasts focusing the spotlight of public opinion on all of Philadelphia's needs. New seg will be titled *Philadelphia Looks to the Future* and will explore such ticklish problems as port, traffic system and transit improvement. Material will be gathered by the Chamber's research and planning division. Program will include the full studio band, large dramatic cast and prominent speakers, staged before a studio audience, and is set to get started in October for a Sunday afternoon ride.

The Chamber of Commerce already has launched an ad and promotion campaign to key listeners to the seg. Manufacturing and retail firms are being circularized to use posters, billboards, delivery truck signs, house organs, pay-roll envelope stuffers, window signs and postage meter stamps to call attention to the forthcoming show.

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