

Video Thaw Is Eagerly Awaited

Bidders Strain At Leash To Land in Dough

FCC Hearings in August

WASHINGTON, June 18.—As the Federal Communications Commission (FCC) prepares for its mid-August TV hearings in hope of lifting the freeze before the year's end, prospective telecasters are straining at the leash—eager to get into the money field of the future. Waiting for a crack at low-brand TV channels are 330 applicants, many of whom are getting impatient and are expressing their impatience in letters to congressmen and to the commission, urging that the freeze be thawed. Despite the discouraging of new bids by FCC thru the freeze, 42 applicants have filed for new TV stations since the lid was clamped on grants last September 30.

These bids have come in even though there is no assurance that the channels for which the bidders are applying will still be assigned to the respective cities when the FCC gets around late this year to announcing permanent allocations in the very-high-frequency (VHF) range. Contrary to FCC expectations, only 17 bidders have dropped applications since the freeze was put on. It had been expected that a larger number would abandon their bids—at least temporarily—in view of the haze surrounding allocations and the suspicion that there will be less competition in the early months for upper-band stations.

Other Proposals

The interest in getting into TV is not limited to the pending bids. Stacked up in FCC files are some 50 requests for the commission to switch channels around so that the petitioners will have available low-band frequencies in their own communi-

SHORT SCANNINGS

Wilbur Stark and Jerry Layton are now representing the radio-TV comedy series, "Love 'Em or Leave 'Em," scripted by Alan Sands and Jeff Martin. . . . David Hale Halpern is the new president of the American Television Society. . . . James N. Manilla has joined the TV staff of Newell-Emmett. . . . WXYZ-TV, Detroit, has added the Silver Cup Motorboat races to its sports coverage. The Labor Day evening will be sponsored by Chevrolet. . . . Harold C. Berg is now the sole owner of Detroit's Television Advertising Company, a TV time selling outfit. Benjamin Greenwald withdrew from the partnership. . . . Samuel Sheplow joins Luckoff, Wayburn & Frankel, a Detroit advertising agency, as radio and television director.

WFMY-TV, Greensboro, N. C., joins the Columbia Broadcasting System's (CBS) TV network September 1. . . . Victor Seydel is the new head of the TV department at Anderson, Davis & Platte. . . . Mordy Gassner has been appointed art director and Scott Donohue assistant sales manager of WPIX, New York's indie TV station. . . . Edwin T. Woodruff is now the president of Cinetel. . . . Herbert B. Cahan has been promoted to program manager and Anthony Farrar to production manager at WAAM, Baltimore. . . . Radio director Jo Lyons is now a TV megger at the American Broadcasting Company. . . . The Princeton Film Center has an option on all of the Thornton Burgess properties—"Peter Rabbit," "Happy Jack Squirrel," "Sammy Maay," etc.

ties. FCC spokesmen refuse to hazard a guess as to how many yearning telecasters are ready to file for VHF when the freeze is over, altho they estimate that more than 1,000 new bids will be filed in both the upper band and VHF during the first year after the freeze.

Actually, the halt on granting of new stations has not included placing all TV in a deep freeze. A survey disclosed this week that in addition to the 42 bids for new stations received since last September, 140 miscellaneous applications have been filed by telecasters in the VHF field. These include such projected actions as a change in frequency, increase in audio and/or visual power, transfer of control, license renewal, and extension of completion date. These applications have been flowing into FCC during the freeze at a rate ranging from two to a dozen a week. In only four of the 35 weeks of the freeze has a bid of this type failed to come in.

As a result of the miscellaneous TV bids, the commission has been making a number of decisions in the TV field, freeze or no freeze. Since September, a total of 168 TV actions have been announced by the FCC, involving rulings on applications of the type described above. A grant of at least one TV application has been made by the FCC in every single week of the freeze with the exception of the seven-day period ending April 30.

In contrast to the AM situation, where the commission is badly

KTTV's 'Pantomime' To N. Y. Chev Dealers

HOLLYWOOD, June 18.—Columbia Broadcasting System (CBS)-L. A. Times tele Station KTTV's Pantomime Quiz was sold last week to Chevrolet dealers for airing over WCBS-TV, CBS New York station, thus becoming first locally originated show to be aired in New York via kine recordings. Chevrolet will pick up tab beginning early in September for a price of about \$1,200 weekly.

Pantomime ailer is pioneer Coast charades quiz which originated over KTLA, Hollywood, and was bought by KTTV early this year. Show is produced by Mike Stokey and Bernie Bert, with Stuart Phelps directing for KTTV. Cast of regulars includes film star Vincent Price, radio actor Hans Conreid, ork leader Frank DeVol, and songstress Gale Robbins.

bogged down in a backlog of requested changes in facilities, the FCC has been keeping reasonably up to date on such bids in TV. Of some 50 requests for changes in TV construction permits received during the freeze, the commission has on hand only a dozen still needing action. A pair of renewals, five bids for a TV license, six requests for transfer of control and 15 bids for change in call letters and extension of completion date also remain pending.

NU TV Poll Points Up Shift In Preferences of Viewers

CHICAGO, June 18.—Shifting preferences of Chicago television viewers were revealed this week when results of a third survey by Northwestern University were released. In general, the survey showed that the drop in movie and sports attendance is greater than during the period of the second survey, July, 1948; that TV commercials are liked less than they were about a year ago, and that practically all viewers think programs have improved since the first of the year.

Presently TV viewers go to movies 68.2 per cent less than they did before they bought a set, while a year ago they went to movies 60.5 per cent less. Ball games are attended 33.4 less, whereas a year ago the drop was 24.4 per cent. Wrestling attendance now is off 29.5 per cent. A year ago the decrease was 17.2 per cent. Variety shows now are the favorite program of 51 per cent of the

housewives. Last year, 16 per cent of the same group said variety shows were their favorite. Sports were formerly preferred by 83 per cent of the men, but now it is tops with only 59 per cent. Teen-agers now consider variety shows to be tops, in comparison to a year ago, when sports programs were best liked.

Television commercials presently are liked by 53 per cent of local set owners. A year ago they were liked by 83 per cent. Favorite commercial, this year and last, was put out by Lucky Strike.

Ninety-four per cent feel that programs have improved since the first of the year. Thirty-nine per cent say improvement is caused by better shows; 26 per cent attribute it to more variety in programing, and 13 per cent think improvement is due to increasing quantity of New York shows.

Doubled Daytime Audience Brings KFI-TV Rate Hike

HOLLYWOOD, June 18.—After 15 weeks of exclusive daytime operation, KFI-TV this week claimed to have doubled its average looking audience and, accordingly, hiked station time rates 7 to 30 per cent, effective July 15. Having slashed rates over 50 per cent early in March when the station abandoned nighttime programing entirely, station said total billing had increased more than seven times over previous nighttime biz figures and raised rates accordingly. Station said its audience had doubled over original estimates made at the time its basic daytime rate structure was set up, claiming that a Hooper survey gave the station a looking audience of 15,000 families for an average period.

Now boasting an average of 115 bankrollers weekly, KFI-TV would not comment on gross billing figures, but said the outlet was continuing to operate in the red despite a tremendous increase in billing. Backbone of KFI-TV's new rate card will be a basic hourly rate of \$160, spot announcements upped from \$20 to \$25, participation shots raised from \$25 to \$30, and 5-minute time segments upped from \$30 to \$40 each. Despite rate hikes, KFI-TV said it "has the most reasonable rate structure of any station in any major television area."

Bankrollers currently on the station's books will be protected to the end of the current contract, or for a 26-week period from July 1, whichever is longer, according to W. B. Ryan, station's general manager.

Ruppert Pays 170G For "Sports Album"

NEW YORK, June 18.—At a price estimated at 170G, Ruppert Beer has bought the Frederic Ziv sports album for three years. The album consists of old sports films of important contests, personalities, etc., and will be used by Ruppert to begin a five-minute spot campaign immediately preceding and following baseball, football and other games offered on TV.

The spots will be bought in New York, Philadelphia and Boston, the first having already been telecast over WPIX here, on Monday (13). The Biow Agency handled the deal for the sponsor.

Dreifuss Inks DU For TV Kid Shows

HOLLYWOOD, June 18.—Hollywood film producer Arthur Dreifuss, head of Sandre Productions, Inc., inked a five-year deal with Denver University for the production of 130 half-hour children's plays for tele use, marking first such deal consummated between a motion picture producer and college. Films will be made at Denver U, using talent from school's famed Youth Theater.

First picture, slated to roll June 25, will be *Pinnocchio*, directed by Dreifuss, with tele adaptation by Arthur Hoerl. Sales outlet for finished product is still to be set.

The AL MORGAN SHOW

Featuring the
Dynamo of Piano and Song



AL MORGAN

Televised direct from
HELSING'S VODVIL LOUNGE
Chicago

Every Wednesday Night
WGN-TV, CHANNEL 9

Sponsored by
TELE-TRONICS, INC.,
G. E. DISTRIBUTOR

Direction:

FRANK HOGAN

203 N. Wabash Ave. Chicago, Ill.

SPECIAL

ORDER YOUR PUBLICITY PHOTOS
AT ONCE

ONLY \$7.50

FOR 100 8x10 PHOTOS

NO NEGATIVE CHARGE

SEND FOR PRICE LIST
ON OTHER SIZES

50% DEPOSIT, BALANCE C. O. D.

QUALITY PHOTO SERVICE

Perkins St., Box 42 BRISTOL, CONN.
Phone: 4015