



at deadline

NBA HOLDS ELECTIONS LENWELL NAMED PRESIDENT

LEROY LENWELL, KBRL McCook, late Friday was elected president of Nebraska Broadcasters Assn. at NBA meeting in Omaha. Others elected were Gene Ackerley, KCOW Alliance, vice president; Bob Thomas WJAG Norfolk, secretary; Todd Storz, NARTB representative, and Jack Yeager, KGFV Kearney, and Hap Anderson, KOIL Omaha, board directors.

Resolutions endorsing Horan Bill (HR 7062) giving broadcasting relief from libel responsibility and expressing interest in unattended transmitter operation were adopted by NBA. E. K. Hartenbower, KCMO Kansas City, new NARTB District 10 director, read report of William B. Quarton, WMT Waterloo, Iowa, retiring district director, who was unable to attend.

Speakers included Bill Martin KMMJ Grand Island, retiring president, and Bob Thomas, secretary; Virgil Sharpe, KOIL, who discussed work of Nebraska Network; Todd Storz, KOWH, on unattended transmitter operation; George Round and Ken Keller, representing U. of Nebraska, expressing university's appreciation for cooperation of stations. NBA committee will confer with university on reduction of fees for multiple-station sports pickups.

BMI clinic Thursday included talks by Ed Mason, KMMJ; Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors; Gene Ackerley, KCOW; Charles Siverson, WHAM Rochester; Grover C. Cobb, KVGB Great Bend, Kan.; Bill Kalana, WNEW New York; Joseph Connolly, WCAU Philadelphia; Carl Haverlin, BMI president.

PILOTS PROTEST TOWER HAZARDS

ALLEGED hazards of high TV towers to air navigation was taken to public by Airline Pilots Assn. in a press release issued in Chicago Friday by President Clarence N. Sayen. Matter was subject of meeting two weeks ago [B•T, April 28] and is scheduled to be gone into at working committee meeting May 6 (see earlier story on page 68).

At a meeting of Chicago Airspace Subcommittee, ALPA submitted recommendations restricting heights and sites of TV antennas [B•T, April 7]. Pilots' organization is a member of "ad hoc" committee comprising broadcasting and aviation interests, as well as representatives of FCC and CAA.

FCC ATTACKS HOUSE VERSION OF McFARLAND BILL

FCC opposes House version of McFarland bill (S 658) chiefly on two key sections, B•T learned Friday. Commission expressed displeasure of bill to remodel its functions in letter Thursday to House which is near debate S 658 (see story, page 29).

Among sections criticized are 5 (c), 15 (c) and 8. Former two would divorce staff from Commissioners' orbit. Reason cited for opposition was that separation would slow down FCC work at time when it must act expeditiously on TV applications. Same FCC reason applied for Sec. 8 which would require 30-day notification before applications are set for hearing or grants would be issued without hearing. Sections cited would place unnecessary burden on Commissioners, agency noted.

TRUMAN FOLLOW

SPOT announcements immediately following President Truman's 4-5 p.m. Saturday TV tour of White House were bought on two CBS Television stations by Kefauver National Campaign Committee. Stations were WTOP-TV Washington and WBNS-TV Columbus, Ohio. Account handled by Robert J. Enders Adv., Washington. Spots started, "You are the landlord of the White House. Soon you will decide who will be the next occupant." Rest of continuity promoted Kefauver candidacy. Account had been accepted by at least one station which later withdrew on ground of station policy, according to agency. (Early story, page 82).

Business Briefly

(Continued from page 5)

to start May 19, using two five-minute transcribed shows five times weekly for six weeks. If successful campaign will be expanded through agency, Hirshon-Garfield, N. Y.

ENVELOPE FILM SPOTS ● Self-Seal Div., United States Envelope Co., has begun spot television campaign using one-minute film spots in principal national markets. Contracts, to continue throughout 1952, are on staggered schedule. Filmed commercials were produced by Robert Lawrence Productions, N. Y., and feature actor Henry Fonda. Agency: S. R. Leon Co. Inc., N. Y.

TESTS BY COCA-COLA ● Coca-Cola Bottling Co., Chicago, testing consumer response to its new 12-bottle carry-home carton with a heavy spot radio schedule on WJOL Joliet, Ill.

PEOPLE...

CHARLES PHILIPS, sales manager and executive administrator NBC's WNBC New York, to network-owned WNBK (TV) Cleveland as sales manager, effective May 12.

JOSEPH H. McCONNEL, NBC president, will be honored by Alumni Assn. of Davidson College at Army and Navy Club, Washington, at dinner May 9th. Other distinguished alumni of college will be present. Mr. McConnell will serve as toastmaster.

WILLIAM B. ROHN, salesman with WINS New York since 1949 and earlier with Burn-Smith Co., station representatives, appointed assistant general sales manager, WINS.

JACOB RUPPERT Brewing Co., N. Y., on Friday reported four promotions among executive personnel: J. J. TAYLOR JR., named director of marketing; GERALD FRISCH to serve as general assistant to vice president for sales & marketing Herman Katz; BEN MITCHELL JR. named manager of distributor sales, and J. L. CONNER appointed manager for metropolitan package sales.

HELEN SLATER AYERS, Irving Serwer Adv., N. Y., to copy staff, Robert W. Orr & Assoc., N. Y.

FEHLMAN NEW PRESIDENT OF OHIO ASSOCIATION

NEW NAME adopted by Ohio Assn. of Broadcasters at Thursday meeting in Columbus. Group now known as Ohio Assn. of Radio & Television Broadcasters.

In election of officers, Robert C. Fehlman, WHBC Canton, was elected president. Other officers elected were Adna Karns, WCOL Columbus, vice president, and L. A. Pixley, WLOK Lima, secretary-treasurer.

Harold E. Fellows, NARTB president, was speaker at meeting along with John H. Smith Jr., NARTB FM director. William T. Stubblefield, NARTB station relations director, also attended.

Friday session was programmed by BMI.

UHF, VHF Equipment Costs Noted

EQUIPMENT costs for VHF and UHF television stations differ "very little" when estimated radiated powers of both types are equal, but high-band VHF and UHF costs tend to pull away from those of low-band VHF when their ERP's are increased to get comparable coverage, CBS-TV Chief Engineer A. B. Chamberlain told network's TV clinic in New York Friday (early story page 66).

In another clinic feature CBS president Frank Stanton told luncheon Friday that TV "has no equal, socially, politically and economically, as a mass communications medium" and that it comes at just right time in country's economic picture.

Noting that national income is up three times since 1940, that "plant facilities have increased tremendously in the same period we are moving from a defense to a peace economy," and that inventories are piling up, Mr. Stanton said: "Television should play a vital role in the mass distribution at a minimum cost of the goods these increased plant facilities can turn out and which the American public wants."

Detailed report on construction costs—including number of items which sometimes are omitted from such studies (legal and engineering services, building costs, furniture and fixtures, etc.)—was presented showing estimated total costs for each type of station according to city population bracket, as follows:

City Population and Station Power	VHF		UHF
	Low Band	High Band	
Under 50,000			
(ERP 1 kw at 300 ft.)	\$111,700	\$116,950	\$119,550
50,000 to 250,000			
(ERP 2 kw at 500 ft.)	342,200	336,700	340,250
250,000 to 1 million			
(ERP 10 kw at 500 ft.)	430,760	431,460	436,920
Over 1 million			
(ERP 50 kw at 500 ft.)	557,600	544,600	604,700
Large city			
(maximum powers*)	874,500	1,018,900	1,059,500
* Maximum powers: Channels 2-6, 100 kw; 7-13, 316 kw; 14-83, 1,000 kw.			

Cost differences between VHF low band, VHF high band, and UHF stations "are influenced more by site, location, construction conditions, building construction, antenna height, and type of tower (whether guyed or self-supporting) . . . then by differences in equipment costs," Mr. Chamberlain's report said.

Meanwhile, in discussion of rate structures for potential advertisers, Fritz Snyder, CBS-TV director of station relations, recommended careful study of gross operating costs per hour, saying equitable rate structure can then be devised on basis of set saturation in market.

William B. Lodge, CBS-TV vice president in charge of engineering, sketched steps to be followed in getting FCC authority to construct station, summarized new FCC rules, outlines factors to be considered in picking transmitter site, and discussed transmitting facilities.