**NETWORKS**

**RCA REPLACES NBC IN O & O CALLS**

CHANGE of several NBC station call letters to "RCA" combinations—in line with recent emphasis upon identification of the RCA-owned network as "A service of RCA" [B&T, Sept. 6]—was approved by the FCC last week.

Effective Oct. 18, FCC said, New York NBC stations WNBC, WNBC-FM and WNBV (TV) become WNBC, WRA-TV and WRA-TV, respectively. In Washington, where the network owns and operates WRC-AM-FM and WNBTW (TV), the tv station becomes WRC-TV.

In Los Angeles, KNBC (TV) becomes KRCA (TV), the Commission reported.

The RCA call combinations are made possible through swapping letters with two international shortwave broadcast stations owned by RCA-NBC. These are WNBC at Brook, N. J., and KRCA at Dixon, Calif. Both are multiple-transmitter installations.

RCA international becomes WNBC and KRCA becomes KNBC, the Commission explained.

**CBS Plans Radio-Tv Debates Between GOP and Democrats**

A SERIES of four debates, two of which will feature the national chairman of the Republican and Democratic National Committees, Leonard Hall and Stephen A. Mitchell, has been announced by Irving Gillin, CBS director of public affairs. Series is to begin on both the radio and tv networks on Oct. 10. Entitled The Hall-Mitchell Debates, which CBS halls as "in the tradition of the Lincoln-Douglas and Webster-Hayne" debates of the past century, programs will deal with the key issues of the 1956 political campaign. The chairmen will oppose each other on the first and last programs of the series, while the middle two shows will square-off top-ranking party members invited by the chairmen.

The telecast will be at 2:30-3 p.m. EST, the radio program at 10:30-11 p.m. EST. Lyman Bryson, commentator, will be chairman of the show which will be produced by Ted Ayres and Lewis Shollenberger, of CBS Washington public affairs staff.

**KOVR (TV) Joins DuMont**

AFFILIATION of KOVR (TV) Stockton, Calif., with the DuMont tv Network, effective immediately, was announced last week by Elmore B. Lyford, DuMont's director of station relations. Ch. 13 KOVR is owned by Radio Diablo Inc., has an effective radiated power of 144 kw and an antenna height of 4,400 feet above average terrain. Spokesmen said the station covers Stockton, Sacramento and Merced in addition to the San Francisco Bay area and the peninsular region.

**NBC Continuity Dept. Change**

NBC's continuity acceptance department, headed by Stockton Helfrich, henceforth will report to Kenneth W. Bilby, the network's new vice president for public relations, NBC announced last week. In the past, Mr. Helfrich's department has reported to Thomas E. Ervin, vice president and general attorney. Named NBC public relations vice president on Sept. 3, Mr. Bilby also is in overall charge of NBC advertising, promotion, research and press.

**Gould Returns to N. Y. 'Times'**

JACK GOULD, who resigned as radio-tv editor of the New York Times some two and a half months ago to become information adviser of CBS Inc. [B&T, July 19], resigned from CBS last week and went back to his old post on the Times. His resignation, which came suddenly and unexpectedly, was attributed to his desire to get back into harness as reporter and columnist on radio-tv affairs. He has been with the Times for some 18 years, approximately 10 of them as radio-tv editor. The post had not been formally filled following his mid-July resignation. Late last week his successor at CBS had not been named.

**CBS-TV Previews 'Search'**

CBS-TV last week held a preview for newsmen of The Search, new weekly series based on significant research projects currently in progress at leading universities. Premiere will be Oct. 17 (Sun, 4:30-5 p.m. EST).

The 26-week series, under preparation for more than two years, was filmed on location at educational institutions. Irving Gillin, CBS director of public affairs, is producer.

**Roy Thompson, WRTA**

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