

## NARTB SESSIONS IN SECOND ROUND

- Sputnik puts focus on spectrum needs, K.C. meet told
- Truman advocates pay-tv tests to let public decide

The impact of government actions on broadcast station and network operation and possible effect of the new Russian satellite dominated the NARTB Region 5 meeting in Kansas City Thursday-Friday, with former President Harry S. Truman as featured speaker.

Some 230 broadcasters and delegates from associated fields turned out from seven states to open the second round of NARTB autumn meetings at the Muehlebach Hotel. States represented were Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri and Illinois.

Mr. Truman, speaking at the Thursday banquet, said open and closed-circuit pay tv techniques should be given a chance to compete so the public can make its choice (see story, this page). He said broadcasters should not be denied a chance to compete in the toll field.

Key luncheon speakers were NARTB President Harold E. Fellows (Thursday), on challenges facing radio-tv broadcasters, particularly that of toll tv, and Dr. Charles N. Kimball, president of Midwest Research Institute (a nonprofit organization which serves both industry and government). Receptions were hosted Thursday noon by KCMO-AM-TV Kansas City (Meredith stations) and in the evening by the Storz outlets.

Addressing the Friday luncheon, Dr. Kimball noted that scientific research expenditures of government and industry the past 20 years have grown a hundred fold, totaling \$6 billion last year. He urged broadcasters to take more interest in application of research techniques.

The research effort in the U. S. must grow tremendously in the next few years in the interest of national defense and to serve the demands of our rapidly growing population, Dr. Kimball said. "We are facing major changes in our economy and these mean that none of us, ten years from now will be able to do business as we are doing today," he added. "Research can help us understand those changes, just as it helps bring them about."

He regretted the annual migration of some 75,000 skilled people from the Midwest to other regions of the country, feeling the solution lies in attracting science-based industry to the Midwest.

The opening sessions Thursday, with Ben B. Sanders, KICD Spencer, Iowa, and NARTB district director, serving as host, were devoted to unity and background talks on important decisions facing broadcasters. Vincent Wasilewski, government relations manager, predicted some change would be made in the next year in Sec. 315 of the Communications Act, governing equal time and censorship provisions, but held out little hope it would be completely removed as recommended by NARTB. Station management and public relations facts were explored by Charles H. Tower, manager of

employer-employee relations, and Donald N. Martin, assistant to the president in charge of public relations.

Pay tv was scored for the second time in the week by Mr. Fellows (see story, page 56.).

Radio outdrew tv sessions in point of attendance Thursday afternoon, for programming and news panels, despite vexing television problems facing the industry.

A programming panel featured Bob Thomas, WJAG Norfolk, Neb.; Walter J. Teich, KOEL Oelwein, Iowa; Lee L. Hilliard, KOLT Scottsbluff, Neb.; George W. Armstrong, WHB Kansas City, and Lyle DeMoss, WOW Omaha. Discussing news were Jack Shelly, WHO Des Moines; Jack Dunn, WDAY-TV Fargo, N. D.; James Monroe, KCMO Kansas City, and Ross Case, KWAT Watertown, S. D.

Mr. Armstrong, serving as moderator, told about his station's broadcast of radar speed trap locations—a feature which has increased ratings and stimulated advertiser interest. While the station won't sell the promotion program, it offers adjacencies to clients and gets good Nielsen ratings in the 6-9 a.m. strip. The series also has won commendation of local police officials.

Television allocations, the Television Allocations Study Organization and pay television were reviewed by NARTB staff members at a concurrent session, including Thad H. Brown Jr., vice president for tv; A. Prose Walker, manager of engineering; Vincent Wasilewski, government relations manager; Charles H. Tower, employers employee relations manager, and Edward H. Bronson, director of tv code affairs.

Discussing spectrum needs, Mr. Brown cautioned that "in the past three or four days the public has been softened up for military because of news of Russian satellite and missile announcements." He noted President Eisenhower's comment that U. S. satellites will use the 108 mc frequency.

He urged broadcasters to fill out NARTB questionnaires on spectrum allocations. With respect to TASO, Mr. Brown said that while FCC Chairman John Doerfer has indicated a target date of June 30, 1958, for the report of Television Allocations Study Organization's report, a better guess would be September or December of next year. Engineers working on the project indicated skepticism the report would be available for the Commission before then, according to Mr. Brown.

Floor questioning indicated interest in the Bartlesville wired tv experiment, with some telecasters wanting to know about adjacent channel interference with free tv channels. They also wanted to know what Tulsa telecasters were doing promotionwise to counteract the Bartlesville theatre project. Mr. Brown also raised the question of franchise ordinances in various cities in discussing the complex toll tv situation.

The economics of subscription tv were

discussed by Mr. Tower with a hypothetical case of "Pay" City, while Mr. Bronson reviewed code progress. He observed NARTB has received a commendation the past week from the New York Better Business Bureau for helping eliminate bait tv advertising in that city. Mr. Wasilewski reported on the status of the campaign to remove excise tax of all-band tv receivers, saying there are good prospects that the House Ways & Means Committee will report it out favorably.

Latest developments in tv selling were explored Friday morning by Norman E. Cash, president of Television Bureau of Advertising. Mr. Brown and Richard M. Allerton, NARTB research manager, reviewed the proposed audit tv circulation study.

Attending NARTB directors were Mr. Sanders; Payson Hall, Meredith Publishing Co.; Todd Storz, Storz Stations; J. J. Bernard, KTVI (TV) St. Louis and Raymond V. Eppel, KORN Mitchell, S. D.

## HST Urges Broadcasters To Adjust to Changes

If pay tv is inevitable, tv broadcasters "should at least have the opportunity to conduct it," since they are subject to federal regulation, former President Harry S. Truman told NARTB Region 5 delegates at their Thursday banquet in Kansas City.

He urged broadcasters to take advantage of their opportunities in a world of "changing ideas" and avoid the notion they have a "permanent monopoly" in communications. He said he knows little about subscription tv and "probably cares less."

Mr. Truman was accompanied at the head table by Tom Evans, his longtime personal friend and retired broadcaster (KCMO Kansas City).

Mr. Truman warned broadcasters they should keep in mind that "it takes ideas to make the world move," lest they be outmoded, like silent movies.

"Don't try to get it into your head that you can control advertising and communications," he admonished, saying that when any industry, "aluminum or steel or television—gets too big for its britches, it is subject to investigation, ridicule and reform."

Stressing that he believes firmly in regulation, Mr. Truman warned that "if you get too all-powerful, you'll get kicked around."

Regarding pay tv, he said: "I suspect that your business will be vitally affected when and if the theatre boys start piping toll and advertising programs into the homes of your viewers. If we are to have a pay television system, the television broadcaster, in view of his established responsibility and responsiveness to the public under federal regulation, should at least have the opportunity to conduct it.

"I express the hope that the federal government will not be responsible for excluding or preventing the television broadcaster from using his facilities to compete in this field. In this, I am not choosing between either system—closed circuit or unregulated