

DROP IN MUSIC FEES SOUGHT

Radio licensing committee readies for next round of negotiations with ASCAP, BMI, SESAC

The committee to negotiate new radio station music licenses served notice last week that it feels "a substantial reduction" in current license fees is in order.

This objective was announced by Robert T. Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee, after a meeting of the committee Tuesday.

The meeting focused particularly on licenses granted by the American Society of Composers, Authors & Publishers and by Broadcast Music Inc., Mr. Mason said, because these licenses come up for renewal next year. He said the committee also "re-examined the situation relating to SESAC licenses," which come up for renewal at different times for different stations.

Current ASCAP radio licenses expire Dec. 31 of this year; BMI licenses expire March 11, 1964. In the last negotiations, Mr. Mason's committee won reductions averaging about 9% in both ASCAP and BMI contract terms.

The radio committee's meeting came at a time when its television counterpart, a committee headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., is locked with ASCAP in a court battle over new tv music license terms—a battle that seems apt to continue for several months (BROADCASTING, Jan. 21).

Complicated Deals ■ The complexity of these negotiations is indicated by the time they require. The current tv dis-

pute with ASCAP has been in progress for approximately 16 months; the last radio negotiations took two years to complete.

If usual procedure is followed, Mr. Mason's committee probably will begin preliminary talks with ASCAP next summer and then, as prescribed by the consent decree under which ASCAP operates, will formally ask ASCAP to state its terms for new licenses. If these are not acceptable to radio broadcasters, negotiations will follow and, if necessary, legal action seeking court determination of fair fees.

Emanuel Dannett of McGoldrick, Dannett, Horowitz and Golub, New York counsel to the committee, and Bernard Buchholz, his associate, participated in last Tuesday's meeting.

Committee members in addition to Chairman Mason are George W. Armstrong, Storz Stations, vice chairman; Elliott M. Sanger, WQXR New York, treasurer; Robert D. Enoch, WXLW Indianapolis, secretary, and Thomas E. Carroll, Time-Life stations; Herbert E. Evans, Peoples Broadcasting Co. stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KID Idaho Falls, Idaho; William S. Morgan Jr., McLendon stations, and Calvin J. Smith, KFAC Los Angeles.

Film sales . . .

Cavalcade of the 60's, Group I (Allied Artists Tv): Sold to KHJ-TV Los Angeles; CKLW-TV Windsor-Detroit;

WANE-TV Ft. Wayne; WISH-TV Indianapolis; KNBC (TV) Los Angeles and WDAU-TV Scranton. Now in 65 markets.

Maverick (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va.; WLVA-TV Lynchburg; WVEC-TV Norfolk; WBRZ (TV) Baton Rouge; WTVR (TV) Richmond; WJHL-TV Johnson City-Bristol, Tenn. and to Rinks Bargain City for WCPO-TV Cincinnati; WIMA-TV Lima and WHIZ-TV Zanesville, all Ohio. Now in 47 markets.

Michael Shayne (NBC Films): Sold to KRON-TV San Francisco; WBAP-TV Ft. Worth-Dallas; WNEW-TV New York; KMBC-TV Kansas City; KOVR (TV) Stockton-Sacramento and WTTG (TV) Washington, D. C. Now syndicated in 6 markets.

The Roaring 20's (Warner Bros. Tv): Sold to KTNT-TV Tacoma-Seattle; KOVR (TV) Stockton-Sacramento and WJHL-TV Johnson City-Bristol, Tenn. Now in 24 markets.

Bourbon Street Beat (Warner Bros. Tv): Sold to KTNT-TV Tacoma-Seattle and WJHL-TV Johnson City-Bristol, Tenn. Now in 14 markets.

Sugarfoot (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va.; WLVA-TV Lynchburg; WTVR (TV) Richmond; WRGP-TV Chattanooga and WJHL-TV Johnson City-Bristol, Tenn. Now in 35 markets.

Surfside 6 (Warner Bros. Tv): Sold to WLVA-TV Lynchburg and WJHL-TV Johnson City-Bristol, Tenn. Now in 39 markets.

Lawman (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va. Now in 14 markets.

Bronco (Warner Bros. Tv): Sold to WLVA-TV Lynchburg; WRGP-TV Chattanooga and WJHL-TV Johnson City-Bristol, Tenn. Now in 21 markets.

Out of Burning (ITC): Sold to National Educational Television & Radio Center.

AP opens new photo circuit

The Associated Press, which has formally opened the link between its North American and European wire-photo networks on a 24-hour-a-day basis, becomes the first wire service to lease a transatlantic photo circuit for full time operation, making simultaneous two-way transmission possible. AP's 'round-the-clock photo facsimile facilities now extend from San Francisco to Rome.

Name personality, comedy trends growing

The success of the name personality and "broad comedy" formats for this season and the continuation of such program types for 1963-64 were key factors in the scheduling of *The Art Linkletter* show as a mid-season replacement on NBC-TV, according to executive producer Wilbur Stark.

Mr. Stark reported in an interview last week that the popularity of such "far-out" comedies as *Beverly Hillbillies* and *McHale's Navy* and the move toward "name" personalities this season and next (Lucille Ball, Phil Silvers, Danny Kaye, Judy Garland, Jack Paar) prompted a format for the *Linkletter* program

of "zany humor" and "big names."

The program, which began last Monday (Feb. 18) on NBC-TV (9:30-10 p.m.), presents the well-known Mr. Linkletter as host for various segments devoted to skits on human behavior ("the last word," "what are the odds?" "what did she do?" and "you be the judge"). Each skit is halted at a crucial point and a panel of guest personalities and studio visitors is asked to supply a logical answer or explanation.

Mr. Stark's critique: "People want escape from mundane realities—they fear the future. And who doesn't like to think that he is an excellent judge of human behavior?"