Rerun of rerun

The resale value of some syndicated series is pointed up in a report issued last week by Pierre Weis, vice president and general sales manager of Economee Television Programs, on Highway Patrol. Since its initial release to TV in 1955, Highway Patrol has been sold in 175 first-run markets and subsequently has been bought by 75 stations for repeat showings. Mr. Weis noted that many of the stations have bought the series for as many as six and seven runs. Multiple-run purchasers, he said, include KTVU (TV) Oakland-San Francisco; WABC-TV New York; WBRC-TV Birmingham, Ala.; KTTV(TV) Los Angeles; KBTV(TV) Denver; WAGA-TV Atlanta and WWL-TV New Orleans.

was based on the need to clear time for political broadcasts in connection with the then pending state elections.

CBS station clearance officials say the series will be expected to increase its station lineup. When it first went on the network this fall, the program was not fully sponsored and though Mr. Scott, a dramatic actor, was known he was not immediately recognizable as "a Danny Kaye, for example."

PAM seeks court order against USDA service

A private news service has asked a federal court for an injunction against the Department of Agriculture, AT&T and Secretary of Agriculture Orville Freeman to prevent the Agriculture Department from furnishing its farm marketing service to private users.

The action was initiated by the Private Agricultural Marketing News Corp. (PAM) which operates such a service out of New York. PAM claims that Agriculture's service, which was opened to all customers Aug. 1, puts the federal government into competition with private business, violates some of the provisions of the Communications Act, and is operating illegally.

The Agriculture Department has been operating a private marketing service to its field offices for many years and it was offered to private users last summer at no charge except that the customer must pay line charges. These connections are made through AT&T.

Protests to the FCC were filed by the American Newspaper Publishers Association and some individual newspapers. The commission held that it could not act since this involved another federal agency.

PAM claims that AT&T has not filed a tariff with the FCC on this service, and that the exclusive arrangement with AT&T is illegal; that while it must collect an 8% federal excise tax from its customers, subscribers to Agriculture's service pay no such tax, and that a federal agency is using tax money to compete with a commercial service.

ASCAP, radio group start negotiations

The first negotiations for new ASCAP radio music licenses to replace those expiring Dec. 31 were held last week. They consisted of an exchange of views and an agreement to meet again in December for a resumption of negotiations.

Although no details were given, it was assumed that the "exchange of views" was sufficiently explicit to give both sides a basis on which to prepare in the next few weeks for more detailed bargaining when the December meeting is called.

The All-Industry Radio Music License Committee, representing radio stations, has made clear through its chairman, Robert T. Mason of WMEN Marion, Ohio, that it intends to press for substantial reductions in current rates for radio station use of music licensed by the American Society of Composers, Authors and Publishers (ASCAP). ASCAP has been expected to push for higher rates.

All-industry committee men at the session, held Wednesday in New York, were Chairman Mason; George W. Armstrong, Storz Stations; Robert D. Enoeh, WXLW Indianapolis; Herbert E. Evans, Peoples Broadcasting Stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KSL Salt Lake City; William S. Morgan Jr., McLendon Stations; Elliott M. Sanger, WXKR New York, and Calvin J. Smith, KPAC Los Angeles. They were assisted by Emanuel Dannett and William W. Golub of McGoldrick, Dannett, Horowitz & Golub, counsel to the committee.

The ASCAP delegation included Jack Bregman, treasurer of the society, and Herman Finkelstein and Bernard Korman, counsel to ASCAP.

Swapping setup approved

A reciprocal agreement providing for the swapping of personnel and facilities has been signed by Robert Lawrence Productions Ltd., Toronto, and Video Pictures Inc., New York.

The two production firms will be expanded by the agreement, with VPI representing RLP in the U. S. for its Canadian work and the Toronto company reciprocating for VPI in Canada.