

SENATOR MAGNUSON (D-Wash.), chairman of TV-investigating Interstate & Foreign Commerce Committee, spoke out this week against syndicate-owned TV stations in letter to FCC Chairman McConaughy, and gave his views on color, uhf & networks on NBC-TV's *Meet the Press*. In letter of transmittal to FCC accompanying Committee's interim report on TV allocations (see p. 3), Magnuson hinted at a possible future area of Congressional TV inquiry when he commented on these "current trends in the radio & TV industry" which he said concerned him greatly:

"I hear and read trade reports of the formation of syndicates with millions of dollars to invest in radio & TV . . . Radio & TV stations should be owned and operated by people who know the communities where they are located . . . Broadcasting stations should not be simply house organs grinding out the tune of big business which own them—and there is some evidence that this is a real danger today.

"The Commission should be on guard against the intrusion of big business and absentee ownership—such as film producers, aviation carriers, magazine publishers, insurance companies, or other large investors interested in the tax advantages offered by the broadcast industry—to dominate the field of station ownership."

In his July 22 appearance on *Meet the Press*, Magnuson was questioned about some TV matters. Some quotes:

On color: "Color TV we think will phase into the national TV picture in a period of 3½-4 years and we're suggesting and making a strong recommendation that the [excise] tax on color TV be taken off [for all-channel sets]. I think probably in 3½-4 years [a black-&-white set] will be like an old automobile. The color sets will be so attractive and low you'll probably want to trade it in. . ."

On networks: "I disagree with Sen. Bricker, in that [he] originally wanted to make the networks common

carriers which then would make them subject to regulation by the Congress such as any utility. I think, although there have been network practices that are subject to some criticism, by and large they have done a fairly good job in this country giving the people good programs. I think if we get the U's straightened around and the [all-channel] set problem straightened around so there can be competition, they serve a useful purpose."

On misleading ads on TV-radio: "I think we've been very successful in cutting them down. The FTC . . . has monitored over 7000 programs already. The Better Business Bureaus all over the country have been working in cooperation with us and I think it's well on the way to being cleaned up. . . . We don't need legislation."

Allocations petitions continue to pour in to FCC, though Commission won't meet again until Aug. 29. In addition to those listed in story on p. 2, these petitions relating to allocations were filed: (1) WICC-TV, Bridgeport (Ch. 43), urged Commission to modify its allocations proposal to permit reduction of vhf mileage separations in some cases. (2) WWLP, Springfield, Mass. (Ch. 22) asked FCC to reconsider its proposal to increase maximum uhf power to 5000-kw, or else authorize powers over 1000-kw on case-to-case basis only. (3) WMGU, Adams, Mass. (Ch. 19, off air) asked FCC to refuse to accept applications for Ch. 10 in Vail Mills, N. Y. until final decision is made on proposal to delete that channel. (4) Bayou Broadcasting Co., grantee of Ch. 40, Baton Rouge, asked that Ch. 18 be substituted for 40 in Baton Rouge, 40 for 18 in Jackson, La. One CP, granted by Commission last week, was not announced until this week. It was for Hartford's Ch. 3 to WTIC (Travelers Insurance) in decision over Hartford Telecasting, but grantee won't be permitted to build until disposal of FCC's allocation rule-making to move Ch. 3 to Providence. Another last-minute action by Commission, not yet officially announced, was approval of sale of Radio WQAM by *Miami Herald* (Knight) for \$850,000 to Todd Storz, by 4-3 vote, majority voting not to consider "cash giveaway" charges against Storz (Vol. 12:28).

Personal Notes: Eugene B. Dodson named acting mgr. of WKY-TV & WKY, Oklahoma City, while P. A. (Bud) Sugg assumes management of *Daily Oklahoman's* newly acquired WTVT, Tampa (Vol. 12:29); Sugg takes with him WKY-TV national sales mgr. John Haberman and newscaster Dick John—and as WKY Radiophone Co. exec. v.p. continues supervision of the 3 *Oklahoman* TV-radio groups, third being WSFA-TV & WSFA, Montgomery, Ala., managed by Hoyt Andres . . . Wilbur S. Edwards, who resigned as gen. sales mgr. of CBS-TV Film Sales to become gen. sales mgr. of Encyclopedia Britannica Films, Chicago, has been replaced by Thomas W. Moore, mgr. of Los Angeles office . . . George Fuerst, ex-TV spot sales mgr., NBC Spot Sales, San Francisco, named radio spot sales mgr. of western div.; Ed Macauley joins TV spot sales staff, San Francisco . . . Ewing Kelly, KRCA-TV, Sacramento, and John Hearne, TV-radio attorney, head new freedom of information committee of California Radio & TV Broadcasters Assn. designated to study what has been done about access of TV-radio to courtrooms, legislatures, etc. . . . Frank Oxarart elected pres. of Continental Telecasting Corp., owners of KRKD, Los Angeles, and KITO, San Bernardino, replacing Arthur Hogan, who has applied to buy KFOX, Long Beach . . . Timothy A. O'Connor, ex-publisher of *Durango* (Colo.) *Herald-News*, recently with May Business Engineering Co., Chicago, joins Chicago office of Allen Kander & Co., newspaper-radio-TV broker, under Richard Shaheen . . . T. H. Patterson, sales

mgr. of WITN, Washington, N. C. promoted to v.p. for sales . . . James W. Evans, ex-director of adv., promotion & merchandising, WNHC-TV, New Haven, joins WXEX-TV, Petersburg, in similar capacity . . . Robert J. McIntosh promoted to station mgr. of radio WWJ, Detroit . . . Wm. H. Melson Jr. promoted to mgr. of personnel & allied services, WBTV & WBT, Charlotte, and WBTW, Florence, S. C. . . . Greg Oiberding, ex-WLWT, Cincinnati, named publicity mgr. of WKRC-TV & WKRC there, succeeding Don Edgemon, now asst. sales promotion mgr. of WBZ-TV, Boston . . . Henry H. Mamet resigns as mgr. of KRMA-TV, Denver (Ch. 6, educational) . . . George Faust, ex-DuMont, recently sales v.p., Roland Reed Productions, joins KNXT & CBS-TV Pacific Network . . . Manny Reiner, ex-Louis G. Cowan Inc., Warner Bros. & MGM, resigns as gen. sales mgr. of IFE Releasing Corp. to become European sales mgr. of TPA . . . Otis W. Murray promoted to exec. v.p., Pathe Laboratories Inc., a leading processor of TV & movie films; David J. Melamed named v.p. finance.

John T. Jones Jr., pres. of KTRK-TV, Houston and pres. of *Houston Chronicle*, receives bequest of \$300,000 in will of late Jesse Jones, his uncle, who left most of his \$250,000,000 estate to charities.

FCC Comr. Robert T. Bartley will be guest of honor at dinner of So. Cal. Broadcasters Assn. in Los Angeles, Aug. 2.