

NAB, FCC DISREGARD FROWNS

Chilly government attitude on fraternizing won't keep commissioners out of Chicago

Broadcasters and the FCC will hold their annual NAB convention roundup despite official Washington's carping about their social and unofficial contacts.

FCC Chairman John C. Doerfer will maintain custom by addressing the March 15-18 convention at its Tuesday luncheon. Other commissioners will join the chairman the next morning in the traditional question-answer panel.

The convention panels, which exclude queries from broadcasters about pending cases, are credited with bringing improved understanding of common problems. The FCC chairman's annual address provides a forum for official statement of the Commission's views on major regulatory issues.

Both Senate and House investigating groups have fanned up Washington smoke by probing purported *ex parte* hobnobbing of Commissioners and broadcast applicants. The question of governmental ethics and industry contacts is due for further airing at the current session of Congress, with the Dept. of Justice taking an interest in the subject.

FCC Appearance Confirmed • Announcement of FCC participation in the Chicago convention was made by NAB President Harold E. Fellows. The other main addresses at the convention will be delivered by Robert W. Sarnoff,

NBC board chairman, who will receive the NAB keynote award at the Monday luncheon, and Mr. Fellows, who will speak at the Wednesday luncheon.

NAB is sending out forms for station owners, managers and staff executives who plan to attend the management sessions. This accrediting will not be required for active and associate members or others planning to attend general convention assemblies, luncheons and the annual banquet (BROADCASTING, Dec. 22, 1958).

Mr. Fellows said the convention emphasis on management developments "reflects the serious problems facing the broadcasting industry which require the intensive study and concerted action of top executives. The continuing growth of radio and television is bringing about rapid changes which the leaders of the industry must be fully informed about and prepared to act upon."

A new wrinkle has been added to the radio broadcasters' agenda—a five-year forecast. Panel members will endeavor to peer into the future and trace the patterns aural broadcasting will assume during the next half-decade.

Other radio discussions will deal with programming, public relations, standards of good practice, music licensing, audience research, editorializing, legislative report, trends in automation and sales developments. Sessions will be directed by J. Frank Jarman, WDNC Durham, N.C., radio board chairman.

Elections Scheduled • Television delegates will elect four members to the tv board. Radio directors for the odd-numbered NAB geographical districts and one director in each of the four at-large categories (large, medium, small, fm stations) are being elected this winter. Nominations for each radio vacancy will be announced Jan. 20.

The tv agenda will cover programming and creativity, allocations, film and videotape, sales and costs and congressional developments. C. Howard Lane, KOIN-TV Portland, Ore., tv board chairman, will conduct video sessions.

Prior to the Monday keynote luncheon the morning will feature an fm radio session; labor clinic led by G. Maynard Smith, Atlanta labor-management attorney; keynote luncheon and general assembly; separate radio and tv management-ownership conferences in afternoon.

Tuesday morning will be a continuation of the Monday afternoon con-

ferences, followed by FCC Chairman Doerfer's address. The afternoon is open for visits to exhibits and hospitality suites.

Wednesday, final day, opens with the FCC panel followed by Mr. Fellows' luncheon address and the annual business session; radio and tv management-ownership conferences will be held in the afternoon. The evening banquet will wind up proceedings.

The Broadcast Engineering Conference will be held concurrently, with engineers joining management at general assemblies and luncheons.

• Media reports

Transcontinent Broadcasting Co. has announced its purchase from NBC of the 742-foot tower formerly used by NBC's uhf outlet, WBUF-TV Buffalo, before it went off the air last fall. The transaction was made by Transcontinent on behalf of its WGR-TV Buffalo. The tower is more than 300 feet higher than the one now being used by WGR-TV.

• WGN-AM-TV Chicago has received permission from the city Board of Zoning Appeals to construct a \$3 million plant on Chicago's Northwest side (BROADCASTING, Dec. 29, 1958). The stations plan to acquire 12.3 acres of land, to be the location of a building housing all WGN-AM-TV studios, offices and a 200-foot tower. The *Chicago Tribune* radio-tv properties are now located in the Tribune Tower on Michigan Ave.

• In an era of inter-media rivalry that often reaches derogation, a contrast has taken place in Lima, Ohio where WIMA is celebrating its 10th anniversary. *The Lima News*, one of the city's two newspapers, carried an unsolicited advertisement congratulating WIMA for "faithfully serving Lima . . . under the highest standard established in your industry." The ad concluded: "It is a pleasure for us to be in competition with a clean-cut, hard-selling organization similar to yours."

• KOMA Tulsa joined ABC Radio Jan. 11. The station, 5 kw-d and 1 kw-n on 1300 kc, is owned by Charles W. Holt & Assoc. Stan Hagan is general manager.

• John Blair & Co., Blair-Tv and Blair Television Assoc. announce new San Francisco address at 155 Sansome St., San Francisco 4. Telephone numbers remain the same: John Blair, Douglas 2-3188; Blair-Tv and Blair Television Assoc., Yukon 2-7068.

• WIS-TV Columbia, S.C., is taking an academic approach to market research. It has hired marketing professor Robert

Spring formal

It's not another wedding invitation, or a bid to a soiree.

The formal envelope with the word "Personal" next to the address contains an invitation done in the Amy Vanderbilt manner, inviting the lucky recipient to attend the NAB convention.

Text of the invitation carries out the aura of exclusivity appropriate to a top-drawer meeting. It reads:

"Announcing the thirty-seventh annual convention of the National Association of Broadcasters for owners and managers March 15-18, 1959, Conrad Hilton Hotel, Chicago, Illinois."

NAB's board is trying to cut down the size of the convention by limiting it to owners and managers plus key staff executives. The separate Engineering Conference will be held concurrently.