

RADIO AND TV HIGHLIGHTS OF 1949

AS REPORTED IN BROADCASTING

Jan. 2—Network battle for Sunday evening audience begins as Jack Benny goes to CBS.

Jan. 9—FCC reports to Congress that 239 AM stations were authorized in 1948, bringing total to 2,034; 102 FM, making total 1,020; and 43 TV, making total 109.

Jan. 10—U. S. broadcasters' operating expenses rose to 79c out of every dollar of total revenue in 1947, according to annual study made by Dr. Kenneth H. Baker, NAB research director.

Jan. 11—Coaxial cable connects Pittsburgh and Cleveland linking East Coast with Midwestern video network.

Jan. 11—Executive Committee of BMB announces resignation of John Churchill and loan of NAB director of research, Dr. Kenneth H. Baker, to organization to supervise second nationwide study.

Jan. 17—Study of Baltimore radio market published.

Jan. 20—Radio, video coverage of inauguration unprecedented.

Jan. 24—Radio's net revenues \$402,828,000 according to BROADCASTING YEARBOOK estimates.

Jan. 26—Five Baltimore stations fined for contempt of court in Baltimore gag rule. Decision appealed.

Jan. 28—Two-man Senate Interstate Commerce subcommittee recommends that clear channels be broken down and power ceiling be kept at 50 kw.

Feb. 4—Television Broadcasters Assn. plans expansion of services.

Feb. 7—NBC relaxes ban on transcriptions and plans other changes in code.

Feb. 14—NAB Board of Directors meets in New Orleans and plans super radio survey, sets up separate corporation to handle all-radio presentation and takes other important steps.

Feb. 28—Representatives of 170 NBC affiliates meet in Chicago to hear network plans.

Feb. 28—BROADCASTING TRENDS shows managers increasingly fearful of monopoly and majority favor government regulation of ownership. All oppose censoring program content.

Feb. 28—Survey by Elmo Roper for Fortune magazine shows radio is nation's No. 1 pastime.

Feb. 28—FCC hearing begins on sale of WHAS to Crosley.

Mar. 4—Hugh Feltis resigns as president of BMB effective April 15.

Mar. 7—Study of San Francisco radio market published.

Mar. 14—Study of St. Louis radio market published.

Mar. 21—TRENDS survey shows radio rise is tapering off.

Mar. 22—BMB appoints Dr. Kenneth H. Baker as acting president.

Mar. 23—Assn. of National Advertisers at Hot Springs, Va., meet, ask what they are getting for their radio and television dollars.

Mar. 28—Survey shows withdrawals for first three months of 1949 of 8 AMs, 46 commercial FM authorizations and 2 TVs.

Mar. 28—Study of New Orleans radio market published.

April 1—North American Regional Broadcasting Agreement expires. Mexicans indicate they would like one-year postponement of Sept. 13 Montreal conference at which new agreement will be proposed. Postponement was rejected.

April 6—Engineers review technical progress as annual NAB Engineering convention opens.

April 8—Frank White named president of MBS; Ed Kobak to become a consultant.

April 11—Network gross for January 1949 total \$17,722,450 as compared with \$17,544,580 in January 1948. Total spot business for 1948 estimated at a net of \$99,431,000. Breakdown and analysis of product groups made for year.

April 11—NAB board votes \$75,000 loan to BMB, at NAB convention. Industry prepares for intermedia competition; sets up plans for BAB, Jack Koste heads AIMS group; Independents meet.

April 18—Sen. Johnson introduces bill to boost Commissioners' salaries each to \$15,000 then accuses FCC on floor of "prostituting" democratic principles by practices that are "scandalous, shocking and disgusting."

April 20—CBS net shows 45% drop in first quarter of 1949 due to increased television costs and cut in record making profits.

April 20—Counsel for G. A. Richards files application for consent to transfer of control of his three stations to three trustees.

April 30—Tentative CAA antenna standards stir up storm of protest.

May 2—TRENDS survey shows spot and local business gaining.

May 2—AP, UP and INS show big increase in radio members.

May 2—Total television time sales for first quarter of 1949 are \$5,240,655.

May 3—Daytime television for WJZ-TV New York to be extended to all ABC owned and operated stations as soon as possible, it is announced by Robert E. Kintner, executive vice president.

May 4—U. S. Court of Appeals for the District of Columbia raps FCC for failure to show basis for its decisions and for inconsistency in applying its yardsticks to rival applicants.

May 5—In speech before Institute for Education by Radio FCC Chairman Wayne Coy places date for television dominance over radio as 1954.

May 6—NAB rejects ASCAP arbitration plan.

May 6—Federal Bureau of Internal Revenue issues what amounts to an adverse ruling on proposed contract with capital gains features for Fibber McGee and Molly and NBC.

May 11—Frank Stanton signs 10-year contract with CBS at base salary of \$100,000 a year.

May 12—WJZ-TV and Harry S. Goodman Productions sign 10-year contract for more than a million to cover purchase of Television Telephone Game.

May 12—45-station Don Lee network realigns top personnel with elevation of Lewis Allen Weiss to chairman of the board. Willet H. Brown is named president.

May 13—FCC by 4-to-2 vote grants regular license to Arde Bulova's WOV and WNEW.

May 19—NAB code becomes fully operative.

May 23—FCC calls UHF, VHF television hearings for late August.

May 23—Donald Thornburgh, CBS Western Division vice president to become president and general manager of WCAU Philadelphia.

May 24—Video spot accounts for 38.3% of television revenue for first four months of 1949.

June 2—Editorializing by radio stations within undefined limits of fairness and balance authorized by FCC to reverse Mayflower decision.

June 2—Sen. E. W. McFarland (D-Ariz.) introduces bill to reorganize FCC staff, Commission.

June 3—Thomas McCray, NBC national program director, succeeds Ken R. Dyke as head of network's program department on Mr. Dyke's resignation.

June 3—RMA reassures public that present TV sets will not be made obsolete by UHF or color.

June 6—Study of Milwaukee radio market published.

June 7—Gordon Gray, president and publisher of the Piedmont Publishing Co. Winston-Salem, N. C. which owns and operates WSJS Winston-Salem, the Winston-Salem Journal and Twin City Sentinel and owner of WMIT, appointed Secretary of the Army.

June 7—Gordon Gray, vice president of WIP Philadelphia elected president of newly incorporated All-Radio Presentation Committee.

June 9—FCC repeals outright Avco rule on station sales.

June 9—Lower court and Maryland court of Appeals reversed on gag rule in Baltimore case.

June 17—Investigation of possible monopoly in broadcasting field is underway in Justice Dept. Anti-Trust division, Senate Interstate and Foreign Commerce Committee is told.

June 17—\$50,000,000 worth of network radio programming put behind public service campaigns of The Advertising Council in 1948.

June 17—WMOB Mobile, Ala., ceases operations, assets sold and it goes off air. Costs and union troubles cited as reason.

June 24—ABC asks changes in its contracts with affiliates.

June 27—TRENDS survey shows 54.5% think NAB work is only average, 55% of all replies place Miller's stewardship as excellent.

July 1—Joseph H. McConnell, vice president in charge of Finance of RCA was elected executive vice president of the corporation.

July 4—John W. Craig, vice president Avco Mfg. Corp., General Manager Crosley Division, tells how Buyers Market can mean Business for Broadcasting. The first of a series.

July 4—Trends survey shows majority of members favor dividing NAB into AM, FM and TV divisions.

July 11—Hecht Co. of Washington uses radio to make new Silver Spring branch success.

July 15—Jess Willard declines NAB video division directorship. Resigns executive vice presidency as of Aug. 1.

July 15—Streamlined NAB format is announced by Judge Miller.

July 15—FCC announces proposed new UHF VHF television allocations.

July 21—McFarland Bill to reorganize FCC procedures is reported to the Senate.

July 21—Royal V. Howard resigns as director of NAB engineering department.

Aug. 1—Detroit radio market is analyzed.

Aug. 12—Further expansion of AT&T television relays is approved by FCC.

Aug. 15—BROADCASTING 1949 Marketbook with Spot Rate Finder is published.

Aug. 19—FCC announces that giveaways will be banned as of Oct. 1; NAB, ABC defy ruling.

Aug. 22—PIB figures show network sales are steady through second quarter.

Aug. 26—FCC urges all manufacturers or experimenters equipped to produce color TV receivers or adaptors to get them out with all possible speed preparatory to the Sept. 26 all-inclusive TV allocations proceedings.

Sept. 5—Fall business outlooks bright; spot business may run 10% ahead of last year.

Sept. 8—First NAB district meeting of the year held at Cincinnati. Theme proves to be all-out battle for bigger chunk of the advertisers dollar.

Sept. 9—NBC plans major split into AM and TV divisions.

Sept. 16—Cuba calls for breakdown of clear channels as Montreal NARBA meeting gets underway.

Sept. 16—Petty Co. announces expansion program calling for outlay of additional \$250,000 yearly.

Sept. 23—FCC turns down proposed sale of WHAS Louisville to WLW.

Sept. 23—Justice department files suit against Lorain (Ohio) Journal charging unfair practices in competing with WEOL and weekly paper.

Sept. 23—FCC giveaway ban is suspended pending court test.

Sept. 28—FCC Color television hearings get underway.

Oct. 3—Gallup poll shows that public favors giveaway shows.

Oct. 5—695 AM and 49 TV outlets broadcast 1949 World Series.

Oct. 7—Joseph H. McConnell is elected president of NBC. Niles Trammell becomes chairman of the NBC Board.

Oct. 10—RCA demonstrates its electronic color process to members of FCC and other guests.

Oct. 17—Free and Peters research staff announces survey showing spot radio initial costs have gone up 37% since 1943 but the number of set owners has increased 40%.

Oct. 26—Chief Judge William H. Kirkpatrick, U. S. District Court for Eastern District of Pennsylvania, rules State Board of Censors have no power to censor motion pictures used by Philadelphia TV stations.

Oct. 28—FCC orders comparative TV color demonstrations.

Nov. 1—Explosion and fire damages FCC record rooms and offices.

Nov. 7—U. S. Supreme Court in effect upholds Little Rock, Ark., \$250 annual tax on generation of radio waves and \$50 tax on each solicitor of advertising for radio.

Nov. 7—Mutual announces million-dollar contract for radio rights to World Series and All-Star baseball games for seven years.

Nov. 18—NAB Board demands NARBA treaty that will stop "severe damage" to U. S. station coverage and moves to strengthen BAB and BMB.

Nov. 18—WNEF is sold by Arde Bulova and associates to new corporation headed by William S. Cherry Jr.

Nov. 16—Television Authority, big talent union, formed.

Nov. 28—Defense forces muster to fight Arkansas tax ruling.

Nov. 28—NAB District 16 calls for abolition of annual convention and a study of the entire association.

Dec. 5—U. S. Supreme Court refuses rehearing petition in Arkansas tax case.

Dec. 11—Montreal NARBA meeting takes four-month recess after U. S. refuses to yield on channel concessions. Will resume in U. S.

Dec. 12—Newell-Emmett Co., with \$26 million annual billing announces dissolution of partnership as of Dec. 31. Cunningham and Walsh formed to carry on business.

Dec. 19—1950 automobiles bring AM and TV time purchases.

Dec. 19—Operating stations in U. S. reach all-time high during 1949. 169 new AM stations approved, 60 AM deletions, 38 new FM's granted and 209 deleted, 13 TV permits cancelled.

Dec. 28—Leading industry figures predict broadcasting will set new records in 1950. Comments from more than 300.

Dec. 23—FCC reports AM revenue up 11.9% during 1948 while costs rose 17.5%.

Dec. 26—Year-end television set summary shows 3,376,625 sets in actual use.