

WLWT and WTVR Contract NBC TV

Cincinnati and Richmond, Va., Raise Total to Three

WLWT Cincinnati and WTVR Richmond become the second and third affiliates of NBC's television network under contracts signed last week. NBC's first video affiliation contract with KSTP-TV St. Paul-Minneapolis was signed March 17 [BROADCASTING, March 22].

James G. Shouse, president, Crosley Broadcasting Corp., signed for WLWT, video associate of WLW Cincinnati, pioneer NBC affiliate. WLWT began commercial operation Feb. 15 after a period of experimental telecasting as W8XCT.

Shows on Film

The network programs will be recorded on Kinescope film and sent to Cincinnati. Many will be scheduled within 24 hours of their telecasting in New York, according to Mr. Shouse.

Contract for WTVR was negotiated by Wilbur M. Havens, president, Havens & Martin, operator of WTVR and its AM associate WMBG Richmond, which is also an NBC affiliate. Both contracts were signed for NBC by Frank E. Mullen, executive vice president of the network.

WTVR test patterns are now on the air daily. During the "shake-down" period, a regular test pattern will be broadcast 3-5 p.m., Monday-Friday. WTVR plans formal operation about June 1.

STREAM OF FIRSTS

Three Networks 'Leak' Word Of Television 'Firsts'

EACH SUCCESSIVE mail delivery fortnight ago brought to the New York Bureau of BROADCASTING fresh news of titanic television feats by the networks, each in turn a historic milestone calculated to stun the opposition.

Diffident NBC lit the fuse with an announcement of "the first station affiliation contract in the history of television"—the signing of KSTP-TV St. Paul-Minneapolis as an NBC video affiliate effective March 17 [BROADCASTING, March 22].

ABC, breathless but not quite wordless, on March 22 permitted the word to seep around that WFIL-TV Philadelphia had been linked as ABC's first television affiliate, thus becoming "the first independently-owned television station to sign a two-year contract as an affiliate of a national network."

On March 25, a terse CBS communique disclosed that the "first actual television network affiliation contract in the history of American broadcasting was signed today by WCAU-TV Philadelphia, and the Columbia Broadcasting System's television network."

CENSORSHIP

CREATION of a radio and press body to serve in an advisory capacity to Defense Secretary James V. Forrestal is under way following rejection of the Forrestal Plan for voluntary peacetime radio and press censorship by a press media committee March 29.

Representatives of radio, press and motion picture interests comprising the committee made it clear in a resolution presented to Secretary Forrestal that any system bearing even the slightest resemblance to censorship to prevent security "leaks" would be unacceptable [BROADCASTING, March 29].

"We do not believe," the resolution advised, "that any type of censorship in peacetime is workable or desirable in the public interest."

The committee did recognize the existence of a national security problem in the protection of necessary military secrecy in the fields of scientific research and development of new military weapons.

A wise solution would be the responsibility of the National Military Establishment, the committee suggested, but it acknowledged that this responsibility should be shared to some degree by all media of public information. The resolution recommended that nine representatives of 14 radio, press, and movie organizations be designated by the defense chief as a Security Advisory Council.

"We recommend," the resolution stated, "that these organizations respond and that the council be available to the Secretary for advice and discussion of the security problem from the viewpoint of the press, the radio and the moving picture industry. Establishment of such continuing liaison, we believe, will be mutually helpful to the information media represented and to the Secretary of Defense."

The Security Advisory Council would consist of a representative of the NAB, National Assn. of Magazine Publishers, American So-

Radio-Press Advisory Body Is Suggested

ciety of Newspaper Editors, American Book Publishers Council Inc., Motion Picture Assn., American Newspaper Publishers Assn., National Council of Business Paper Editors, one representative of the three press associations and one representative of the networks.

Capt. Robert Berry, aide to Secretary Forrestal, told BROADCASTING March 31 that letters had been sent to the organizations inviting them to appoint representatives to serve on such a council.

It is believed that Justin Miller, NAB president, would be selected to represent the networks and radio interests.

Secretary Forrestal asked radio and other representatives at a meeting March 3 to advise him on preventing "information which might endanger the United States from being given away to any potential enemy."

A subcommittee, headed by B. J. McKelway, editor of *The Evening Star*, Washington, subsequently wrote the resolution unanimously adopted by the full committee.

Stations to Get Copies

Mr. Miller, a member of the McKelway subcommittee, announced that the full report and resolution would be transmitted to the 2,024 stations, networks and associate members comprising the NAB membership and would be reprinted in the weekly *NAB Reports*.

Five other radio figures were members of the committee voting on the resolution. They were W. R. McAndrew, assistant to vice president of NBC, Washington; Louis G. Caldwell, Washington attorney

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WMAR-TV Third CBS TV Affiliate

Three-Station Network Includes Also WCBS-TV and WCAU-TV

SIGNING of *The Baltimore Sun* television station, WMAR-TV, as the third outlet in the CBS video network was announced March 29



Mr. Jett

by CBS. Other members of the network are WCBS-TV New York and WCAU-TV Philadelphia. Agreement on the WMAR-TV affiliation was reached between Neil H. Swanson and E. K. Jett, representing the Baltimore *Sunpapers*, and Herbert V. Akerberg and Lawrence W. Lowman for CBS-TV. Mr. Swanson is vice president and executive editor of the *Sunpapers*; Mr. Jett, former member of FCC, is vice president and director of the radio division of the *Sunpapers*.

On Air Since October

WMAR-TV, on Channel 2 with aural power of 9 kw and visual power of 17.1 kw, has been broadcasting since October 1947. It operates seven days a week. Station's feeds to the CBS video network are to include coverage of the Pimlico race meeting, highlighted by the Dixie Handicap May 8, and the Preakness May 15.

Terms of the contract were not divulged. It is understood, however, that for the present the pioneer Baltimore outlet also will continue to telecast selected programs of both ABC and DuMont. Since last October WMAR-TV has telecast more than 1,000 hours—a substantial portion of them locally originated.

DEFENSE

VISIBLY JITTERY from its cold-war fever, America moved steadily ahead in assembling its national defense system's foundation, which will rely heavily on the radio industry for strength and support.

Spectacular activities on Capitol Hill tended to overshadow organization operations in the civilian defense system. But government officials attached to these preparations as much importance as efforts to secure a draft, universal military training, additional funds for atomic development and the European Recovery Program and to strengthen the armed forces.

Return to Pentagon

Accelerated formation efforts were in evidence at offices of the National Security Resources Board. Recalled and back in the harness at the Pentagon Building are two experts who held key civilian communications posts during World War II.

Leighton H. Peebles, World War II director of the Communications Division of the War Production

Communications Phase Progressing Rapidly

Official confirmation of his appointment as director of the vital NSRB Communications Division, is expected at a later date. A group of assistants will be named to work with him on matters including broadcasting and mobile radio, it is reliably reported. An advisory committee from the radio industry will be formed to counsel Mr. Peebles.

Other Appointments

Edward Falck, consulting engineer in Washington, D. C., has been appointed principal consultant and advisor to Chairman Hill in the fields of power, gas and water.

Mr. Falck was director of the Civilian Production Administration, Office of Emergency Controls, in 1946. He entered war-time government service in 1941 as con-

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Mr. Peebles

Mr. Peebles, who was formerly an active member in the Institute of Electrical Engineers and American Institute of Electrical Engineers, also served under General MacArthur's Occupation Administration as Administrator of Civilian Communications.