'GO SLOW' ON TV

ALTHOUGH television "is here to stay" and "from an advertiser's standpoint is inestimably greater than sound alone," Alabama broadcasters were not entering the dual approach businesses.

The warning came from Robert D. WDSU Broadcasting Services Inc., New Orleans, in his speech to members of the Alabama Broadcasters Assn. in convention at Mobile April 1-2.

In the closing session, Howard Pili, WSWA Montgomery, was placed in charge of the association and Bert Bank, WTBC Tuscaloosa, vice president. Tom Martin of WAXP Montgomery was chosen secretary-treasurer.

Directors elected were: Richard B. Biddle, WLAY Muscle Shoals; Lionel Baxter, WAPI Birmingham; Marion Hyatt, WJHO Opelika; Bill Covington, WCOV Montgomery; Emmet Brooks, WFBF Brewton, and Howard Martin, WALA Mobile.

Mr. Swezey's talk on television was a straight-from-the-shoulder type of how-to-goodness advice and stirred the delegates. He told them in well-chosen, unbiased words that television "is a different animal from radio. It's more like show business and just because you may have had a success in the standard radio field is no indication that you'll succeed in television. If you do go into television you're going to need capital, stamina and real ability. We are not making a profit up to date but we hope we can before too long," he said, adding, "WDSU has been on the air since December 1948."

Mr. Swezey formerly was a vice president of Mutual.

Johnston Reports

Retiring President Henry P. Johnston, WSGN Birmingham general manager, in his annual report, said broadcasters want the same libel protection now granted newspapers in Alabama, and that a bill to accomplish this would be submitted to the 1949 legislature. Mr. Johnston said the measure may be "somewhat similar" to one recently enacted in Georgia which places newspapers and radio stations on an equal footing.

By unanimous vote the association approved a change in its constitution and by-laws to provide six directors instead of three.

The association agreed to work out with the U. of Alabama a plan to put a field secretary at the university. A committee had approved a close-working relationship with the university and the Alabama Polytechnic Institute (Auburn). The field secretary would maintain a fulltime office at the university and the working agreement would be similar to one which the university has with the Alabama Press Assn. Under the agreement the two educational institutions would provide technical courses which would equip college students for positions with Alabama stations.

John Fontaine of Chattanooga, Tenn., and Fray Carl Balsock, Columbus, Ohio, were heard in comprehensive talks on sales and advertising techniques.

In conjunction with the ABA meeting, the Associated Press Broadcasters of Alabama met and elected W. Emmett Brooks of WEFB Brewton, president. It was the second annual meeting of the group.

Jim Reese of WWWB Jasper was chosen vice president for his second term. Members of the board of directors were chosen as follows: Bill Needham, WFTF Troy; John Hamann, WBRC Birmingham.

Mr. Pill, retiring president, said the Alabama organization, first of its kind in the nation, had been responsible for several important contributions to the AP news report during the year.

Mr. Needham was re-appointed chairman of the Continuing Study Committee of the AP Radio Report. Others named to this committee were: Frank Butts, WMPT Florence, and Pat Courington, WAVU Albertville.

TV TO AID MOVIES

Paramount's Shupert Thinks

TELEVISION is more likely to help the motion picture industry than harm it, George T. Shupert, director of commercial operations, television division, Paramount Pictures Inc., last Tuesday told members of the Colorado Assn. of Theatre Owners in Denver.

Pointing out that video is the perfect medium by which to promote motion pictures, Mr. Shupert predicted that television would do an unprecedented selling job for the movie industry, via trailers.

"An old proverb tells us to fight fire with fire," Mr. Shupert said. "At Paramount we have a modern version: 'Fight television with television'"

In a planned strategy, he continued, includes turning video to the theatre's advantage by televising stage shows and audience participation shows.

SLIDE PROJECTOR

For TV Developed by Gray

NEW SLIDE projector, the Telop, for use with television film cameras has been developed by Gray Research and Development Co., Hartford, Conn., the company announced last week.

The Telop is a super 8 dual projector, the announce said, and can be used for flashses of news photos, temperature readings or time, station or sponsor identification, titles, announcements or superimposition of slides to aid lecturers. Four slide openings, two vertical and two horizontal, receive either physical objects or five-card slide holders.

OKLAHOMA VIDEO

WKY-TV Installs Antenna

INSTALLATION of antenna for WKY-TV Oklahoma City was completed last week and the station hopes to air a test pattern by this Friday (April 15) and begin operations by mid-May or early June.

The five-day GMT convert tilt TV antenna is mounted on a 96-foot tower at Britton, eight miles north-east of Oklahoma City. Installation was completed April 3 after a five-day delay due to bad weather.

WKY-TV, owned by the WKY Radiophone Co., will operate on Channel 4 (66-72 mc).