



TELEVISION CLINIC

TBA Meet Set for Feb. 8 in New York

EXECUTIVES of television stations, networks, advertising agencies and program packaging firms will participate in the annual television clinic of Television Broadcasters Assn. Feb. 8 in New York.

The list of speakers for the one-day sessions, to be held at the Waldorf-Astoria Hotel, was released last week by Charles C. Barry, ABC vice president and chairman of the clinic.

The sessions will start at 11 a.m., continuing through luncheon and the afternoon. At the morning session, over which Mr. Barry will preside, programming, buying and selling and interconnected vs. non-interconnected stations will be discussed.

William Gillette, vice president in charge of television at Young & Rubicam, New York, will speak on "Program Production Problems—Agency Style." Klaus Landsberg, general manager of KTLA (TV) Los Angeles, will discuss "Local Station Production Problems."

Sales to Be Covered

In the buying and selling sessions, Kenneth W. Stowman, television sales manager of WFIL-TV Philadelphia, and Linnea Nelson, radio and television timebuyer of J. Walter Thompson Co., New York, will speak.

The program problems of interconnected and non-interconnected stations will be discussed by Paul Adanti, general manager of WHEN (TV) Syracuse, and Jack Boyle, studio production manager of WAVE-TV Louisville. A question and answer period will follow the morning sessions.

At luncheon, Milton Berle will perform, and a special adaptation of *Stop the Music* featuring Bert Parks will be presented. J. R. Poppele, TBA president, will preside at the luncheon.

The afternoon sessions will be divided into five sections: Profitable affiliated stations, local television

packages, the jurisdictional problems of television, the future of sports in TV and a roundtable discussion.

Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, will talk about profitable affiliated stations.

Local television packages will be treated by Russ Johnston, vice president of Jerry Fairbanks Inc.; Ralph Cohn, manager of the TV department of Screen Gems Inc., and Maurice Rifkin, executive of Frederic W. Ziv Television Programs Inc.

Ernest de la Ossa, NBC director of personnel and labor relations,

will talk on the jurisdictional problems of television. Ned Irish, vice president of the Madison Square Garden Corp., New York, will discuss the future of sports in TV.

Mowrey To Participate

Participating in the roundtable discussion will be Paul Mowrey, ABC national director of television program sales, as moderator, and representatives of television networks.

The annual meeting of TBA members will precede the clinic sessions.

Mr. Poppele will make his annual report and directors will be

elected. Directors whose terms expire are Paul Raibourn, vice president of Paramount Pictures; Frank M. Russell, NBC vice president, and Ernest B. Loveman, vice president and general manager of WPTZ (TV) Philadelphia. Two vacancies on the board also will be filled, one left by the resignation of G. Emerson Markham, who before recently joining NAB was station manager of WRGB (TV) Schenectady, and the other by the resignation of Robert E. Kintner, ABC president. Mr. Kintner's place on the TBA board has temporarily been filled by Joseph A. McDonald, ABC vice president.

KBTV (TV) SALE

Dallas 'News' Applies

APPLICATION for FCC approval of the \$575,000-plus acquisition of KBTV (TV) Dallas by the *Dallas Morning News*, owner of 50 kw WFAA, was filed with the Commission last Thursday [CLOSED CIRCUIT, Jan. 23].

In addition to the \$575,000 cash purchase price, the sales contract provides for the *News* to pay KBTV's net operating losses, up to \$25,000 a month, from last Jan. 1 to the date of transfer.

The sale was announced by E. M. (Ted) Dealey, *News* president.

The station, on the air since last Sept. 17, was built at a cost of \$487,593 by Tom Potter, multimillionaire oil man who told FCC he wishes to sell because of the pressure of other business interests. He would serve the new management as an advisor.

Martin B. Campbell, general manager of WFAA, would also

have supervision over the television operation, upon FCC approval of the transfer. FCC was told that an "integrated operation" is anticipated and that it is expected that KBTV's present staff of about 30 persons will be absorbed in the overall operation.

KBTV, on Channel 8 (180-186 mc) with effective radiated power of 27.1 kw video and 13.5 kw audio, will use kinescope recordings of the NBC, ABC, and DuMont television networks pending completion of the coaxial cable for direct connection, FCC was told.

"We will also devote much time to local programming," Mr. Dealey said, asserting that "talents of the WFAA forces will be combined with those already trained to television at KBTV." The station now uses DuMont and Paramount film shows.

WFAA has a pending television

application which will be withdrawn upon FCC approval of its acquisition of KBTV.

Mr. Potter has operated the station in the name of Potter Television Broadcasting Co. His son, Jack I., is president and Curtis Sanford is vice president and general manager. Larry DuPont is production manager and Morris G. Barton is chief engineer.

With Mr. Dealey's announcement of the sale, Mr. Potter said he had "long felt that the welfare and destiny of KBTV could be secured best by experienced radio hands." He said, "Mr. Dealey has invited me to continue my participation as best friend and severest critic, and I am happy to think that KBTV and I will be together for a long time."

Operating Losses

From the time it went on the air in mid-September until Dec. 31, according to data filed with FCC, operating and other costs of KBTV totaled \$155,790 while income amounted to \$27,770, leaving an overall net loss of \$128,020 for that period.

The transfer application was filed with FCC by the Washington law firms of Loucks, Zias, Young & Jansky, representing A. H. Belo Corp., owner of WFAA and the *News*, and Welch, Mott & Morgan, representing the Potter interests.

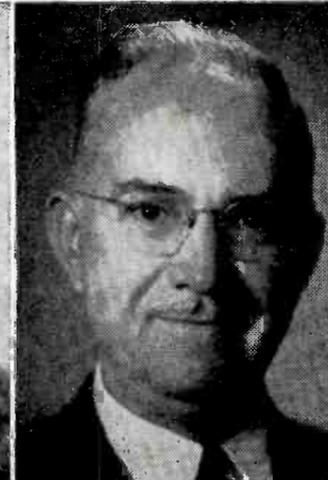
The transaction was handled through Dallas Rupe & Son, underwriters.



Mr. POTTER



Mr. DEALEY



Mr. CAMPBELL

IN THIS TELECASTING . . .

TBA Clinic Set for Feb. 8	3
'Dallas News' to Buy KBTV(TV)	3
NBC-TV Revises Saturday Night Plans	8
CTI Demonstrates Color on Coast	8
'Market Melodies' Wins Advertisers' Accolades	9
Dr. DuMont Urges Action on Freeze	12
DEPARTMENTS	
Film Report	18
Reel Takes	12
On Dotted Line	14
Telefile	4
Telestatus	6