

age will result in a "shocking reduction in the service to major segments of the population and particularly to those in the rural areas."

For instance, he said, if WBC's WBZ-TV were restricted to the Boston metropolitan area more than three million people would be denied service they have received since 1948.

Any change in existing service should be made only after a "full and complete re-evaluation of uhf," Mr. McGannon said. He said such a study would be supported by WBC and should be done with "expediency and dispatch." It appears to be appropriate, he said, to use "all available effort" to expand facilities so that the first hundred markets will have three comparable tv facilities and to supply incentive for uhf growth by removal of the 10% federal excise tax on all-channel sets.

WBC opposes toll tv, Mr. McGannon said, because the firm believes "the American people will subtly and unsuspectingly be anesthetized into the payment of huge sums, which, though individually nominal, will have a colossal cumulative total."

Questionnaire Sent To All Tv Stations

THE FCC's network study staff has sent all tv stations a 31-question questionnaire and has asked that it be completed and returned by July 31.

The new questionnaire is aimed at developing information regarding network and non-network programming and revenues for all stations. It follows within weeks a similar questionnaire sent by the same group to all tv networks [B•T, May 14].

In a covering letter, Roscoe L. Barrow, dean

of the U. of Cincinnati Law School and director of the network study, remarked that the existing chain broadcasting rules were adopted for radio more than 13 years ago. Since then, he recalled, radio has changed, television has "rapidly developed," and "network broadcasting has undergone substantial change."

"In the light of these developments," Dean Barrow wrote, "it is essential that the Commission reappraise the efficacy of these rules in achieving their objectives."

The study, Dean Barrow declared, is concerned with the "opportunities which affiliated and independent stations have to secure national, regional and local advertising, to take advantage of network and non-network program sources, and to initiate local programs so as to supply the needs of the people served by the particular station."

The questionnaire was drawn after meetings with representatives of networks, national spot companies, advertising agencies, talent agencies, film syndicators, AT&T, non-affiliated stations, uhf broadcasters and others, Dean Barrow said. It was also given a "dry-run" with two stations and with broadcaster groups, he added.

The questions deal with such matters as:

- Affiliations.
- Other broadcast station ownership.
- Number of tv sets in service area.
- Rate card charges.
- Station representation.
- Programs for a composite week (ranging from Monday, Dec. 12, 1955, to Sunday, May 6, 1956) including network sponsored and sustaining, in option or other time, local live or film, syndicated film, feature film and sustaining.
- Percentages for composite week using the FCC's definitions of entertainment, religious, agricultural, educational, news, discussions and

talks—plus source of program, commercial or sustaining and time segment in which shown.

• Spots and participating announcements and when used; also whether national and regional advertisers or local advertisers.

• Net revenue from non-network time sales for sponsored programs, participating announcements and spots from national and regional advertisers, and local advertisers.

• Type of local advertising by product grouping, ranked according to net time billings.

In its questionnaire to networks, the network study staff asked similar details regarding network operations especially network compensation to affiliates, payments by advertisers to networks for time, programs and other services.

Three months ago, the Senate Commerce Committee sent a questionnaire to all network affiliates asking similar questions.

McGannon Tells Why WPTZ (TV) Was Sold

WESTINGHOUSE Broadcasting Co. still would be operating WPTZ (TV) Philadelphia—instead of selling the property (now WRCV-TV) to NBC—if the station had not been faced with loss of NBC affiliation, the Senate Commerce Committee was told last week.

WBC President Donald H. McGannon, testifying before the committee Tuesday on network affiliation practices and other subjects of concern to Westinghouse, said WBC went through with the NBC-WBC swap of radio and tv stations in Philadelphia and Cleveland because NBC had indicated it wanted an owned outlet in Philadelphia. He told Kenneth Cox, committee radio-tv counsel, that NBC had intimated

TV in Fresno—
the big inland California
market means

K M J • T W
• Basic NBC-TV affiliate
• Best local programs



Paul H. Raymer Co., National Representative