



A new home for the WJAC stations

WJAC-AM-FM-TV Johnstown, Pa., on Aug. 16 dedicated a new \$2 million studio which houses the three stations. Among those present at the dedication were (l-r) L. J. Cardamone, Marc & Co., Pittsburgh; Alvin D. Schrott, executive vice

president and general manager of WJAC Inc., licensee of the stations; A. G. Keller, vice president of Mellon Bank & Trust Co., Pittsburgh; Flo Herlick, Pittsburgh office of Fuller & Smith & Ross, and Walter W. Krebs, president of WJAC Inc.

Hearst radio stations, six others, join RAB

Signing of the Hearst Corp. radio stations and six other radio outlets as members of the Radio Advertising Bureau was announced last week by RAB President Edmund C. Bunker.

In a speech prepared for delivery Saturday at the summer convention of the Oklahoma Association of Broadcasters, he called the signings further evidence of "a tremendous trend toward unity in radio today which will help to accelerate our medium's growth—and the ability of advertisers to use radio more effectively."

He also cited the "virtually 100% cooperation" of stations and station representatives in the current project of RAB and the Station Representatives Association to collect figures on the radio spending of leading advertisers (CLOSED CIRCUIT, Aug. 19). "We believe we can have as thorough a report on who uses radio and how much they spend as any medium now provides," he said.

RAB's income has grown almost 10% in the last six months through new memberships, Mr. Bunker reported. "This," he said, "indicates the desire of stations and others in the radio industry to work together to build the medium's growth." It also reflects support for RAB's current plans for a

study to improve the measurement of radio's audience, he asserted.

The Hearst radio stations are WBAL Baltimore, WISN Milwaukee and WRYT Pittsburgh. Mr. Bunker listed WCAR Detroit, KIMN Denver, WHAM Rochester, N.Y., WSM Nashville, KTHH Houston and WIBW Topeka, Kan., as other new RAB additions.

120-station ETV network predicted by 1973

John F. White, president of National Educational Television and Radio Center, last week predicted formation of an interconnected network of some 120 educational television stations within the next 10 years.

Speaking at the third annual conference on educational television at Fordham University, New York, Mr. White envisioned such a network reaching from 95% to 98% of the American people.

In addition, he forecast that 100 to 150 more stations not connected with NET would devote themselves to local instructional functions and other public services of educational television.

"Much of the station activation that will occur in the next decade," he said, "will be the direct result of the recent \$32 million federal grant for the construction of ETV facilities."

Mr. White, however, opposed "the use of federal funds in the program or

operating budgets of educational stations." He noted that "we might not have to worry that the government would tell the people who run the stations what they could or could not do, but we would have to worry that the station managers would begin to think they knew what the government wanted them to do."

Also speaking at the five-day session was Commissioner Robert E. Lee of the FCC, who called upon public officials not augmenting their curriculum with the electronics medium to "set aside whatever stubborn prejudices they have and accept this new way of life."

"The FCC," he said, "has given every possible consideration to educational television. It has set aside valuable frequencies and pleaded with educators that they be used." He stressed the importance of instructional television within the school systems and on open-circuit to the general community as well.

CBS gives \$250,000 to California ETV

CBS-TV, a major patron of educational television in cities where it owns TV stations, has made a \$250,000 contribution to Community Television of Southern California, which plans to begin ETV transmission in Pasadena, Calif. in the fall of 1964.

In acknowledging the grant, Community TV's board chairman, Dr. Lee A. DuBridg and its president, Elden Smith, stated in a joint letter to CBS President Dr. Frank Stanton that the gift "comes at a very critical time," and "gives solid reason to believe that we will achieve our goal of putting a strong well-financed ETV station on channel 28."

The letter called Dr. Stanton a leader in demonstrating "a broad grasp of the potentialities of the television medium," and also acknowledged assistance from the CBS-owned KNXT(TV) Los Angeles.

CBS grants to educational television total well over \$1 million in cash.

Community Television also is pursuing plans for acquisition of a VHF station, according to a CTSC spokesman.

The group is putting final touches on an application for UHF channel 28. But the feeling is that both stations, and possibly more, will be required to meet educational and cultural service needs of the Los Angeles community. An emphasis on channel 28 in its correspondence with CBS reportedly led to speculation that the group might have dropped the idea of purchasing a VHF station.