Director Marjorie Griffin Leake, 40% owner of KOMA Inc.

John T. Griffin is the brother of Marjorie Griffin Leake and brother-in-law of James C. Leake. Besides controlling KOMA Inc., they also have interests in KTUL Tulsa, KFPW Fort Smith, Ark., and KATV (TV) Pine Bluff, Ark., vhf Ch. 7 permittee. Their Tulsa Broadcasting Co. (KTUL) is applicant for vhf Ch. 8 at Muskogee, where the Griffin grocery interests are headquartered.

Mr. Bell, long known in both the broadcasting and publishing fields, was secretary-treasurer and general manager of WKY and the Oklahoma Pub. Co. from 1928-1948; directing head of KLZ Denver and KVOR Colorado Springs from 1936-1948 while under Oklahoma Pub. Co. ownership; general manager of WEEK Peoria, Ill., from 1946-1948, and general manager of KTOK Oklahoma City from 1950-1951.

L. M. Sepaugh, general manager of WSLI Jackson, said the new Ch. 12 station should begin operation within six months. A firm date will be set as soon as equipment deliveries from General Electric are verified. Since WSLI is affiliated with ABC, he assumed the TV station likewise would be a primary outlet of that network. National representative will be Weed Television.

Details of the four new grants follow:

Champaign, Ill.—Champaign-Urbana TV Inc. granted uhf Ch. 21; ERP of 16.2 kw visual and 8.71 kw aural; antenna height above average terrain 740 ft.

Jackson, Miss.—Standard Life Bcstg. Co. (WSLI) granted vhf Ch. 12; ERP 214 kw visual and 112 kw aural; antenna 700 ft. above average terrain.

Kearney, Neb.—Bi-States Co. granted vhf Ch. 13; ERP 56.2 kw visual and 30.2 kw aural; antenna height above average terrain 550 ft.

Oklahoma City—Oklahoma TV Corp. (amended to allow KOMA Inc. to acquire 50% interest) granted vhf Ch. 9; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 1,530 ft.

FCC Asked to Okay WHOL For Temporary Operation

WHOL Allentown, Pa., should be permitted to continue operation until the new WEEX Easton, Pa., begins program test operation Aug. 15, FCC was advised last week by the chief of its Broadcast Bureau. WHOL has asked permission to operate until litigation ends in its quest to overturn the latest final decision of the Commission in the seven-year-old case granting WHOL's 250 w fulltime on 1230 kc to Easton Pub. Co. for WEEX [B•T, July 20, 6].

WEEX has agreed to allow WHOL to continue until Aug. 15. WHOL won the original decision, set aside after court appeal by Easton, and FCC allowed WHOL to continue pending outcome of the comparative proceeding.

TV Processing Procedure

NEW TV processing procedure announced a fortnight ago by FCC to expedite hearing cases and grants in major markets having little or no operating TV stations [B•T, July 20] will become effective Aug. 24, it was learned last week. The revised city priority lists will be issued shortly thereafter, FCC spokesmen said. Official publication of the new procedure was made in the *Federal Register* Saturday, and the amended TV processing plan would become effective 30 days thereafter on Monday, Aug. 24. Under the plan, cities would rank in the new priority lists in the order of greater population and least operating local service. The lists will be revised every two months to reflect changing conditions.

SRA ASKS FCC TO REOPEN PROBE OF NETWORK SPOT REPRESENTATION

Issue, first raised in 1947 by the SRA predecessor organization, is again called to the attention of the Commission. Hearing in 1949 prompted FCC to put network-owned outlets on temporary license, pending review of situation. Review did not materialize.

CALL for FCC to reopen its investigation of the network "invasion" of the national spot representation field in both radio and TV was voiced last week by former FCC Chairman James Lawrence Fly in behalf of Station Representatives Assn. Inc.

Hitting the several years' delay upon the part of the Commission on solving policy questions concerning the networks and their representation of independently-owned radio and TV affiliates in the national spot field, Mr. Fly charged that "national public policy . . . requires that network encroachment upon station control and upon responsible non-network competition be eliminated forthwith."

"Patently, the hour is late," he concluded, alluding to the fact that it was SRA's predecessor, the National Assn. of Radio Station Representatives, whose complaint in 1947 to the U. S. Attorney General and to FCC resulted in the Commission's subsequent hearing in this matter.

The hearing culminated in a ruling by the Commission in late 1949 whereby ABC, CBS and NBC owned-outlets were placed on temporary license pending a projected over-all review of the network-affiliate relationship, an investigation which never has materialized.

These network-owned stations since have been granted regular renewals, as well as those of the Don Lee Broadcasting System (now a division of General Teleradio) which had been put on temporary license in 1946 pending investigation of option time, territorial rights and other related matters.

Mr. Fly, now partner in the New York-Washington radio-TV law firm of Fly, Shuebruk & Blume, was chairman of FCC at the time the "chain broadcasting regulations" were promulgated and made effective. These rules limit network control over operation of affiliated stations.

Termed 'Supplement'

The present FCC Chairman, Rosel H. Hyde, presided for the Commission in the Don Lee Network hearing in January 1947.

Mr. Fly's letter in behalf of SRA, dated July 17, was termed a "supplement" to the original 1947 protest of the representatives' association. The letter noted that FCC held "extensive hearings" in November-December 1948 and January-March 1949 and on Oct. 31, 1949, "took intermediate action in placing certain network owned stations on temporary license pending the conclusion of this and other related matters."

Thereafter, the letter pointed out, "the Commission concluded that no definitive action would be taken at that time and indicated unresolved issues would be concluded after a general network investigation then in contemplation."

"This latter and broader proceeding has not been undertaken," SRA reminded the Commission.

"Conscious of the great work load on the Commission," SRA said it recognizes such a general inquiry cannot be expected in the foreseeable future, but called for immediate action on the limited issues surrounding the networks' national spot representation activities.

SRA contended: (1) These issues are "basic and simple and may feasibly remain isolated" from other network problems; (2) a conclusion on them "has become urgent" through "recent and current action" of NBC and CBS "in actually further encroaching and projecting still additional encroachment upon the station national spot representative field," and (3) "the rapid growth in the number of television stations accelerates the development of practices which, permitted, will become industry fixtures."

SRA's position in substance is that the national networks, already controlling most of their affiliates' broadcast hours, may not acquire "further control" over the stations' time, business and programming "without running counter to sound public policy and to the controlling policy if not the specific letter of the Commission's network regulations."

"In complete disregard for the Commission and the proceeding before it," SRA asserted, "NBC and Columbia have recently acquired the national spot representation" of certain independently owned and operated affiliated stations. SRA pointed to NBC's new representation of KPTV (TV) Portland, Ore., KONA (TV) and KGU Honolulu, and KSD-AM-TV St. Louis and CBS' new representation of WMBR-AM-TV Jacksonville, Fla., and KGUL (TV) Houston-Galveston, Tex.

Alleging that the networks are becoming bolder because of FCC's failure to settle the issues and citing the urgency created by TV's growth, SRA argued:

The sledge hammer force of affiliation or non-affiliation may easily be used to force the independent stations to yield control of national spot competition. And this force we know is being used. The Commission needs no charts or graphs to recognize the importance to a TV or AM station of network affiliation. The very weakness of the bargaining power of an individual station renders it helpless against this force in the absence of action to implement the national public policy.

Turning to network expansion into the field of TV film production, SRA said this "fast developing" practice is further aggravating the problem. Noting that these films are mailed to affiliated for airing at different times, SRA said "these practices are to be distinguished from the live show or even the film show simultaneously transmitted by electrical means for simultaneous broadcast by all affiliated stations."

Contrary to the statutory definition of network broadcasting, SRA alleged, "the networks force recognition of this service as 'network broadcasting'; station revenue is dismissed accordingly and licensee responsibility further impaired. "

CBS legal authorities last week said they

Text of SRA Letter

FULL TEXT of James Lawrence Fly's letter to FCC in behalf of Station Representatives Assn. is published on page 111 of this issue. SRA asks FCC to reopen its onetime investigation of major network representation of independently-owned affiliated stations in the national spot broadcasting field.