

Radio and Television

3 Major Networks Sign a 5-Year Contract With A. S. C. A. P. for Use of Music on Video

Three television networks yesterday signed a five-year contract with the American Society of Composers, Authors and Publishers for the blanket use of ASCAP music on their programs. The agreement, retroactive to last Jan. 1, was signed by the American, Columbia and National broadcasting companies.

The DuMont television network and WOR-TV have not yet signed, but are expected to do so on the basis of a per-program license. Terms are being worked out this week in a series of meetings in Philadelphia between the society and various television broadcasters.

Television contract rates, the first set up by ASCAP, are approximately the same as those the society collects from radio, plus an additional 10 per cent. The radio networks pay the society 2 3/4 per cent of their annual gross income, less certain deductions.

Victor Borge is discussing a television series with Philip Morris which has a tentative starting date of Nov. 7 on the CBS network. The program would be presented five nights a week at 7:55 o'clock as a replacement for "Ruthie on the Telephone." Since the show would be a television film recording, the only obstacle to completing the deal is approval by the American Federation of Musicians, of which Mr. Borge is a member. The AFM currently is negotiating with film producers to set up rates for musicians appearing on kine-scoped or filmed programs.

Robert K. Adams has resigned his job at NBC as national production manager in the radio department. Paul Harris and Paul Roberts, staff directors, also re-

signed and five others accepted re-assignment as assistant directors. NBC said the changes reflect a reduction in the number of sustaining programs carried by the network, a development that has decreased the work-load of the program department. Three assistant directors who left the department were Betty Scott, Walter McGraw and Arthur Austin.

Pat O'Brien in the role of "Brass McGannon," advance man for a circus, is the star of a new radio series auditioned by ABC. The program, written by John and Gwen Bagni, has no definite starting date.

The "Lum 'n' Abner" radio show, originally scheduled to resume on CBS on Saturday nights this month, will be carried on Wednesday evenings from 10:30 to 11 o'clock, beginning Nov. 2. Another CBS program, the mystery, "Broadway Is My Beat," will resume on Saturday, Nov. 5, from 9:30 to 10 P. M.

NBC will repeat the radio performance of Norman Corwin's "Could Be" on Sunday afternoon from 4 to 5 o'clock. The program, first broadcast last month in cooperation with United Nations Radio, is a "dreamview" of what could happen if the nations of the world got together and attacked common problems with all their vigor, determination and resources.

Dr. Peter C. Goldmark, director of research and engineering development for CBS, will leave Oct. 27 for London to lecture and demonstrate Columbia's method of color television. He was invited there by the British Institute of Electrical Engineers and the British Electrical Musical Industries.