Color Television Here, Kesten Tells FCC

Shift to High Band Urged at Rules Hearings

By JACK LEVY

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DECLARING flatly that full-color television in the higher frequencies is already an accomplished fact and was successfully demonstrated in full-line pictures across the New York skyline only the past Wednesday, Paul W. Kesten, CBS executive vice-president, proposed to the FCC last week that programming schedules be gradually stepped up as ownership is expanded.

Appearing before the Commission hearings, held Thursday and Friday, on rules and regulations and standards for commercial service, Mr. Kesten offered a formula as a temporary solution to the problem of channel scarcity and as an incentive to quality programs, pending a swift upturn to the high frequencies.

Sharing the spotlight with the CBS testimony was a plan offered by the Television Broadcasters Assn., which would, through the use of directional antenna installations, make more channels available for metropolitan centers and assure the possible location of full power stations in every major market area considered by the Commission.

The TBA plan, offered by William A. Roberts, counsel, and described by Dr. T. T. Goldsmith Jr., research director for Allen B. Du Mont Labs Inc., and William D. Buttera, ATC allocation specialist, was given support by industry representatives, including Nils T. Thurn, NBC president, and Mark Woods, president of the American Broadcasting Co.

Of significance in connection with the CBS testimony on its color process were disclosures made by Dr. Peter Goldmark under questioning by Commissions E. E. Jett. Dr. Goldmark revealed that:

1. While the video process is electronic, color is transmitted through use of the mechanical "shuttered" system utilizing a three-color plate.
2. A 30-w transmitter was employed to beam the signal from the Chrysler Bldg. tower to the CBS studios on 646 mc.
3. A new video transmitter using the ultra-high band is equivalent to output in 10 teu transmitter on the lower band.

It is expected the FCC will make every effort to revise its rules and allocations governing lower band television within two or three weeks. The TBA proposal, it was thought, would give the Commission an opportunity to consider in view of the admitted desire for more than four full-time assignments in the larger cities, particularly New York, which would be increased to seven.

Adoption of some variation of the proposal is considered likely.

Cost $3,150,000 Tenally

Although the testimony centered mainly on objections to the present allocations and the 12-hour rule, the Commission heard considerable criticism of the proposed regulations regarding limitation of station ownership by a single licensee, the rule limiting time of network agreements with affiliates, the requirement that announcements be made of mechanical reproductions used in television, and the provision calling for "time sharing" of frequencies.

Mr. Kesten told the Commission that Rule No. 1, reducing six hours per day of television programming, "would vitally affect the new prospective licensees that they would stay out of television for quite a while unless they have sufficient dollars to maintain it at a profit."

Based on the experience of CBS, he estimated it would cost a minimum of $1,101,000 a year to do 4½ hours a week of programming. This means less than $1500 a hour for studios, lights, cameras, engineers, cameras men, and all other personnel including the performers, was itself. "No appreciable amount."

PROPOSALS for diverting more stations to large metropolitan centers pending change to high frequency color television, time-sharing of channels and lower operating schedules for stations highlighted FCC hearing last week on rules and regulations and standards for commercial television.

If this were made from advertising revenue during the first or two of operation," he said, "because the audience, even under optimistic estimates, will not be large enough.

The alternative of sharing wavelengths, he continued, would be equally discouraging. Few broadcasters would want to carry television until an audience had been built up and any idea that they could not expand into other hours of the day would not seem reasonable. "An impossible choice", he said, "and equally discouraging." Few broadcasters would want to carry television until an audience had been built up and any idea that they could not expand into other hours of the day would not seem reasonable. "An impossible choice", he said, "and equally discouraging."
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**Corresponding** to 1/16th of a watt. If the distance had been 40 miles it would have required only 250. If the receiver and transmitter are set at 40 miles, then the signal would be heard if it was not 3000 miles away.

**Pine** and 870-880 mc (500-580 mc) for broadcast use only. In addition, the Federal Communications Commission is expected to make announcements in the near future.

Mr. Woods told the Commission that he will be ready to go on the air at any time.

**TBA Proposal**

The allocation plan proposed by Mr. Woods provides that existing television stations may be made available for the use of educational institutions. The plan was designed to meet the need for educational television in the United States.

Mr. Woods' proposal would provide for the allocation of television channels to educational institutions on a first-come, first-served basis. The plan would also provide for the allocation of television channels to other non-commercial users, such as government agencies and private organizations.

Mr. Woods' proposal was well-received by the Commission and was generally supported by the audience. The Commission was impressed with Mr. Woods' proposal and agreed to consider it for further action.

**TBA Division**

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