

Future book

Astute observers of television network programming plans report that there now are enough scripts or pilots committed for 1964-65 to program all three networks' nighttime schedules that season—given general expectation of carryovers from this coming season. That's one side of coin, however. Other: More than half of commitments won't materialize on schedules, and new deals will be made. But already it's obvious that networks are committing earlier than ever in continuing effort to minimize rise of new program development by taking time to polish products before they reach air. Wrapup of some pilots will come as soon as middle or end of December.

From early sketches on drawing board, it would appear that in 1964-65 situation comedies will continue in half-hour format, with one-hour and occasional 90-minute lengths reserved for thrillers and adventures. Emphasis is still on all types of private eyes, with trend toward international intrigue. Latter interest has been sparked by boxoffice success of "Dr. No," motion picture that dramatizes adventures of James Bond, British Secret Service agent in Ian Fleming's novels.

Reinsch appointment due

Expected soon is formal announcement of appointment of J. Leonard Reinsch, executive director of Cox broadcasting stations, as executive director of 1964 Democratic national convention. Mr. Reinsch in past few weeks has participated in conferences at White House and Democratic National Committee on convention plans, and on Aug. 21 will make another trip to Atlantic City to meet with networks on arrangements for coverage of convention which begins Aug. 24, 1964.

Mr. Reinsch was executive director of both 1956 and 1960 conventions and has been associated with Democratic political convention and campaign activities since 1944. He handled arrangements for "Great Debates" between candidates Kennedy and Nixon in 1960 campaign.

Sweeney keeps pay-out

Kinks that had developed in administration of former president Kevin B. Sweeney's deferred-compensation agreement with Radio Advertising Bureau appeared to have been smoothed out last week. They were subject of special meeting Monday in New York between Mr. Sweeney, now president of KGLM and KBIG(FM) Avalon-Los Angeles, and RAB's executive committee headed by Harold Krelstein of Plough Inc. Under agree-

CLOSED CIRCUIT

ment reached before he left RAB last Feb. 28, Mr. Sweeney is to get contract as consultant for about eight years—for reported total payment of some \$90,000, with customary proviso that he not compete with RAB during that period. Details reportedly were worked out in Monday's meeting.

Reports that executive committee admonished Mr. Sweeney against publicly criticizing RAB were discounted. Subject did come up, based on speech he made—just three days before—belittling RAB's current plans for \$200,000 radio audience research methodology study (BROADCASTING, Aug. 5). He reportedly assured committeemen that in same speech he also said it was only one he'd be making for long time.

Proof of performance

Exploration of new, uniform system in certifying performance of stations' spot TV schedules may get another go-round within next few weeks by informal agency-advertiser-broadcaster group. First such session was held late last June (BROADCASTING, July 1) at invitation of Newman F. McEvoy, senior vice president at Cunningham & Walsh, New York. Several agency-advertiser participants then met with broadcast representatives in general discussion of how certification of spot TV schedules could be improved. Some agencies have been thinking along lines of uniform system set up and paid for by broadcasters.

Drop-in precedent?

Recent action of FCC in approving short-spaced operation of ch. 5 KOCO-TV Enid by authorizing removal to Oklahoma City antenna farm could but does not necessarily portend new majority on FCC in favor of short-space drop-ins. FCC voted 5-1 for move (BROADCASTING, July 29) but did so because previous standard separation action would have reduced KOCO's coverage both in Oklahoma City and Enid due to limitation on antenna height required by Civil Aeronautics Board. It's contended that action establishes no drop-in precedent since FCC previously had authorized short-space move for two stations in Albany, N.Y., area—WTEN(TV) and WAST(TV)—as well as WTEV(TV) New Bedford-Providence.

Not directly effected by Oklahoma City action are seven drop-ins of new stations in major two-station markets, to be considered when FCC reconvenes in fall. Oral arguments on these drop-ins have been set for Oct. 4 at request of new Commissioner Lee Loevinger,

who then would be qualified to vote. Prior to that argument, FCC must act on motion filed by Association of Maximum Service Telecasters to forestall participation in these cases by Commissioner Ken Cox because of his prior status as Broadcast Bureau chief. At staff level, betting is that Commissioner Cox won't disqualify himself and won't be disqualified. Fact that Chairman E. William Henry and Commissioner Robert T. Bartley, who previously had voted against drop-ins, voted for short separation move-in for KOCO-TV has both sides wondering.

Deals all over

Five separately owned television stations—two in South and one each in Rocky Mountain area and East and West Coasts—involving total outlay of about \$25 million may change hands in next few weeks. Last week negotiations were in progress for sale of properties (of which four are VHF) with prospects that transfer applications might be ready when FCC reconvenes after Labor Day.

Graham's legacy

Philip L. Graham, brilliant young president of Washington Post Co. (WTOP-AM-FM-TV Washington; WJXT (TV) Jacksonville), who ended his life Aug. 3, figured importantly behind scenes in broadcast affairs. Although he left operations of Post-Newsweek stations to John S. Hayes, president of broadcast division and chairman of Washington Post Co. executive committee, Mr. Graham frequently participated in policy discussions with important personages, both inside government and in industry.

LeRoy Collins owes his selection as president of National Association of Broadcasters to Mr. Graham. Both Floridians, Mr. Graham proposed Gov. Collins for NAB presidency and largely ramrodded appointment through NAB selection committee in late 1960—after death of former NAB president, Harold E. Fellows.

Magazine concept

As part of biggest advertising and promotion campaign in its history, ABC-TV has bought 10 pages in September Reader's Digest to promote its new fall program schedule and especially its 14 new nighttime shows. It's said to be biggest consecutive-page, non-insert ad Digest ever carried. Cost, estimated at about \$385,000, is being paid by ABC-TV in addition to other promotion activities including contributions to affiliates' co-op advertising in newspapers and TV Guide.