

Naming names

Problems in tv commercials seem to come in cycles and experts are afraid they see new round coming up. With code officials already concerned over increasing comparative claims in drug advertising (CLOSED CIRCUIT, Dec. 17, 1962) other advertisers are naming rivals in highly competitive context. Ronson, for example, has been on air with commercial claiming its electric razors have thinner cutting heads than Remington, Norelco, Schick and Sunbeam. Similar name-that-competitor commercials are known to be in preparation in always-competitive automotive and detergent fields, among others.

Deal for KWTV (TV)?

RKO General sale of its 12½% interest in KWTV (TV) Oklahoma City (see page 34) is seen as possibly sparking other changes in ownership of ch. 9 station. Figure of \$725,000 paid by stockholders Roy J. Turner and Luther T. Dulaney for RKO General one-eighth interest figures out to \$5.8 million for 100% ownership. But stockholders have offer of \$7.5 million in cash by Cowles Magazines & Broadcasting Inc., made month ago through Hamilton-Landis Assoc.

Messrs. Turner and Dulaney and others favor accepting Cowles offer, but Griffin-Leake interests which hold exactly 50%, are opposed. Arrangement between RKO General and Messrs. Turner and Dulaney provides that if station is sold within specified period for more than \$5.8 million RKO General will share proportionately in extra sum.

Rewrite on sex

Chairman Thomas J. Dodd (D-Conn.) has asked staff of his Senate Juvenile Delinquency Committee to revise report it has prepared on subcommittee's lengthy investigation of sex and violence on television. Main purpose of revision, it's understood, is to include "recently uncovered evidence" of how tv sex and violence affect different types of children, normal as well as disturbed. Such evidence would, presumably, be aimed at refuting argument that such programming cannot affect emotionally healthy youngsters. Revised report is expected to be ready for resubmission to Sen. Dodd by this week. If he approves it, report will then go to other subcommittee members.

Syndicators hopeful

Television program syndicators are privately heartened by appointments of new commissioners to FCC. Their

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feeling is current FCC lineup will be strong enough to persuade networks to cut back more on prime network program time, thereby opening up additional slots for syndicated films. Some distributors anticipate "voluntary" relinquishing of more time by late spring.

Drugs and kid shows

Proprietary drug advertisers are evincing genuine concern over television code review inquiries in regard to commercials. Informal rulings at code staff level dealing with commercials in programs primarily directed toward children have caused uneasiness and even speculation as to whether they are proper vehicles for certain types of proprietary advertising.

Code Review Board hasn't considered imposing new limitations, it's understood, but the staff has raised questions regarding acceptability under existing code provisions. Proprietary Assn., representing companies that handle medicinal remedies sold over counter, is conducting study at behest of certain of its members.

No toll yet

Discount those reports that Storer Broadcasting Co. is ready to plunge into pay tv. Although top executives were on West Coast recently conferring with sports promoters and others, they deny company is making plans to venture into pay medium.

Storer officials explain their pay tv stand this way: Like other alert broadcasters they're keeping on top of new medium, but they've made no decisions on company policy nor have they made any commitments with Los Angeles Rams or Angels for sports coverage. Any suggestion Storer is about to enter pay tv business is described as "unsupported projection."

Three-headed satellite

Not one man, but possibly three, will constitute top echelon of new communications satellite corporation. Disposition, it's understood, is to have board chairman who may or may not be chief executive officer, and perhaps vice chairman as well as president, with latter nominally directing head. Notion is that one policy executive will be spending much of his time before committees of Congress because of interest in what's destined to be multi-billion dollar project. During formative stages executive in charge of operations and organization

won't have time to testify at congressional will. Third executive presumably would devote major energies to negotiations with foreign governments on participation in satellite project.

History dramas \$250,000

CBS-TV has earmarked approximately \$250,000 per week as time-and-talent budget for network's new hour series of dramas set against American history background (see page 19). Series, set for 1963-64 season, was one of two plans given "top priority" in CBS Affiliates Advisory Board meeting of few weeks ago. Other: new half-hour daily (Mon.-Fri.) news show for next season (BROADCASTING, Dec. 17).

Airline goes network

Eastern Airlines is going "network tv" for first time with participations on NBC-TV's *Today* show, starting Jan. 8. Lineup reportedly will include more than 60 stations, but West Coast markets, which are out of Eastern's run, will not be covered. Previous airline buys on tv networks were in 1959, it's reported, when United Airlines and Capital Airlines spent approximately \$30,000 each in gross time. Eastern's venture represents higher expenditure, however. Agency: Fletcher Richards, Calkins & Holden Inc., New York.

Automatic action

Communications lawyers are toying with old idea to overcome FCC practice of "denial by inaction." Idea is to sell Congress on new law that would force commission into taking action on application within six months, or approval would be considered automatic. This is similar to procedure followed at Securities & Exchange Commission where applications for stock issues are considered to be approved if agency makes no move within 30 days of filing. It's also same as authority given President in reorganizing executive department agencies; unless proposal is overridden by Congress, reorganization becomes effective.

Concept of automatic approvals goes back almost to 1934 when Communications Act was adopted. Spur to idea in recent days comes from WAVY-TV Norfolk sale situation where FCC waited 18 months before setting hearing on application for sale to Gannett Co. This resulted in Gannett's dropping deal (see story, page 49).