

Special events • Nighttime tv on networks next fall will have split personality, say network programmers. It'll be Hollywood or motion picture product for regular series and Broadway-type production of live specials (either as series or one-shots) with accompanying pattern of fat contracts and name stars. Departing from scene: Shows with radio origin like audience participation, quizzes, weekly comedy.

Coming up is season of tv specials. As many as 150-200 specials will be on networks in 1959-60, and advertiser orders for them now are said to be piling up faster than they can be accommodated.

Skirmish • Attorneys for RCA-NBC have held several secret talks with Justice Dept. representatives to scout possibility of out-of-court settlement of government's antitrust suit which seeks to undo NBC-Westinghouse swap of stations in Cleveland and Philadelphia. Talks are described as exploratory only, and no deal is in immediate offing.

Magnet for moviemens • Hollywood's major movie makers are heading toward full-scale tv film syndication. Aside from those already in field, United Artists Television has targeted next month for its entry as peddler of new product to stations and regional advertisers, and MGM-TV may not be too far behind.

MGM-TV, despite "setbacks" in network tv (Colgate-Palmolive's decision to drop Thin Man after two seasons and fall-through of Jeopardy, hour-long mystery drama which tentatively was considered for NBC-TV's next season schedule), says it will continue to produce properties for tv. It has board of directors support on this and in fact will go ahead with plans to build additional tv facilities at Culver City, Calif., studios.

Omitted detail • Published reports of departure of *Voice of Firestone* from its Monday night period on ABC-TV, largely critical of network for "ousting" this program of good music from air because of low ratings, have omitted one pertinent fact: Firestone failed to renew its contract before April 30, when its option expired, thus freeing ABC-TV to sell time to another client. For reasons best known to ABC-TV, no publicity has been given to this part of story, which Oliver Treyz, ABC-TV

president, revealed to group of network's executives in Hollywood during his western trip early this month.

Court cases • FCC's much-litigated fm multiplexing decision is headed for U. S. Supreme Court. Solicitor General has agreed to go along with FCC in petition for certiorari from U. S. District Court of Appeals decisions twice overturning FCC's ruling that fm stations must multiplex if they provide functional music service. Lower court held last December that simplexing of functional music constitutes broadcasting and that FCC is in error in insisting upon dual service on fm.

No decision yet reached on what FCC will do about Appeals Court latest rebuke—on ch. 2 Springfield-St. Louis case wherein court held private conversations with Commissioners even in rule-making cases constitutes ex parte representations. Case, involving transfer of ch. 2 to KTVI (TV) St. Louis in deintermixture, was sent back to FCC for further action. Whether FCC will seek lower court reconsideration, ask for Supreme Court review, or follow court's mandate, will be decided within next couple of weeks.

Lengthening string • In final contract stage is sale of KVI Seattle by Vernice Erwin and family to Gene Autry group for \$770,000. KVI, MBS-Don Lee, was established in 1926, acquired by present owners in 1928. It operates on 570 kc with 5 kw full time. Autry stations are KOOL-AM-TV Phoenix; KOLD-AM-TV Tucson; KMPC Los Angeles and KSFO San Francisco.

Tape syndication • Jack Wrather's Independent Television Corp. plans to arrange for taping facility on West Coast which it probably would lease. Reason: ITC wants to tape 65 half-hours of *Ding Dong School* to which it has distribution rights. (For other news of tape syndication, see story page 33.)

Approach to Mobile • Ch. 3 WEAR-TV Pensacola, recently acquired by Rollins Telecasting Inc. for \$1,075,000, shortly will become primary ABC-TV outlet for Mobile-Pensacola market. Station, which recently received authorization for 1449 ft. tower 20 miles from Mobile and 40 miles from Pensacola, will switch to ABC as soon as existing secondary affiliation commitments with Mobile stations are adjusted. Alfred

Beckman, ABC station relations vice president, negotiated affiliation with Wayne Rollins, president and operating head of Rollins stations. Mel Wheeler, general manager of WEAR-TV under former ownership, continues in that capacity.

Success story • Revere Camera Co., newcomer to tv, has been so gratified with early results of eight-week test spot campaign it is (1) expanding from initial 8 to about 16 stations (10 to 30 spots per week per station) in key markets and (2) reportedly curtailing its print advertising to pour more money into video spot. Test drive started in New York, Chicago, Los Angeles and Philadelphia April 20, promoting new Electric Eye-Matic and Cine-Zoom Electric Eye 8mm movie cameras, so-called luxury items. In some markets, it's learned, company is back-ordered six months. Agency for Revere (radio-tv only): Keyes, Madden & Jones, Chicago.

Long suspension • FCC last week scanned lightly staff report on eight Atlanta, Ga., radio stations whose license renewals have been held up for more than year on questions of programming imbalance. Since only four commissioners were present at last Wednesday's meeting, it was decided to put over case until this week when full complement of seven commissioners is expected to be sitting. Staff memorandum gives FCC various alternatives: group hearing, individual hearings, blanket renewals, individual renewals for some, hearings for others.

Stations involved in Atlanta programming case—all of which were charged with little or no agricultural, educational and religious programming—are: WAKE, WAOK, WEAS, WERD, WGST, WQXI, WTJH (East Point, Ga.), and WIIN (Decatur, Ga.).

Meanwhile at Mutual • Broadcast veteran Adolf (Ade) Hult reportedly will rejoin Mutual network as vice president, but not in sales area where he functioned from 1949-55. Mr. Hult played principal role as intermediary in effecting sale of Mutual to group headed by Malcolm E. Smith Jr. and Richard Davimos. Since leaving network he has served as consultant to Screen Gems, RKO Teleradio Pictures, MBS and several agencies and advertisers. It is believed he will work on "special assignments" in new job.