

## New way to count

Use of hours and minutes for spelling out broadcast station's programming is under consideration by FCC. This may be commission's substitute for percentage figures used currently in detailing categories of programs in license renewal forms. Form is under study for revision of program information and may be formulated before year's end. Commission met Thursday and completed review of first draft of position paper submitted last month by Broadcast Bureau (BROADCASTING, Nov. 21).

*Thursday meeting saw various suggestions made by commissioners. Among most significant: (1) That commission use something other than "composite week" as base for information, (2) that question be drafted to indicate how facility is being used commercially as against programming, and (3) that method be worked out to show amount of time used for sponsored programs as against sustainers. Otherwise lines seem to be firming on other elements contained in staff presentation.*

## That vacancy

Washington's rumor sweepstakes last week, as applied to FCC, had Seattle attorney, Kenneth A. Cox, ahead for upcoming vacancy on FCC. Young attorney, who was special counsel for Senate Commerce Committee on communications matters during past five years, is understood to have potent support of Washington's two Democratic senators—Magnuson, chairman of committee, and Jackson, chairman of Democratic National Committee. But there was no indication that President-elect had reached independent agency level in considering appointments.

*Vacancy would be that created by departure of GOP Commissioner Charles H. King, now serving recess appointment. Mr. Cox has been mentioned, not only for commissioner-ship, but also possibly for chairmanship in event Democratic Commissioner Robert T. Bartley does not get post. Another report last week that Mr. Bartley was slated for Under Secretary of Commerce was said by Mr. Bartley to be without foundation since no one had talked with him.*

## NAB changes

Already on job as NAB's incoming president LeRoy Collins' "eyes and ears" is John Perry, executive assistant to Florida governor, slated for appointment as assistant to president when Gov. Collins assumes new office Jan. 4. Mr. Perry, 32, is former Florida newspaperman and is expected to

include among his duties research and handling of Mr. Collins' speeches. Governor will maintain direct liaison with NAB staff vice presidents and department heads, with Mr. Perry's assignment that of personal aide. Gov. Collins, incidentally, has leased apartment in Sheraton Park Hotel, couple of miles north of NAB headquarters. He will assume his \$75,000-per-year post, plus living allowance, immediately after he completes his term as Florida's executive.

*While no immediate top-level changes in NAB's regular staff are indicated, one significant shift, augured by Perry appointment, may involve status of Robert K. Richards, former NAB administrative vice president, who has served since his resignation in 1954 as consultant on public relations and is under contract until April. He was responsible for policy level speeches for late president, Harold E. Fellows, and for three-man policy committee which has functioned since Mr. Fellow's death last March. It's likely his firm will be retained in public relations capacity within or alongside NAB after expiration of current contract.*

## Moderate report

Good guess is that report of James M. Landis to President-elect Kennedy on administrative agencies, due this week, will not propose drastic reorganization of FCC at this time although eventual reorganization would not be ruled out. Main thrust is expected in direction of more executive control over administrative agencies, rather than existing situation wherein authority floats between executive and legislative branches. Congress historically has resisted outright transfer to executive branch on ground that such agencies are legislative in character and therefore arms of Congress.

## Into the ring?

Among some advertisers there is feeling that in future they should be among actual signers of talent-union contracts. This, they reason, would give them greater voice in negotiations, to which they feel they're entitled as ones who ultimately foot bills. Sentiment springs from dissatisfaction with outcome of latest go-round with AFTRA-SAG (see page 29), which followed customary procedure of letting networks and film producers do negotiating, but with agency and advertiser "observers" on hand.

## New research

A. C. Nielsen Co.'s new apples-and-oranges comparison service, de-

signed to show how television and magazines compare (and complement each other) in reaching national audiences, is getting independent status in Nielsen organization. Called Nielsen Media Service, it's functioned since announcement last fall (BROADCASTING, Sept. 26) as part of Nielsen Television Index and Nielsen Radio Index operations. To be announced shortly is appointment of Don McGlathery, NTI-NRI account executive with pre-Nielsen experience in magazines, as NMS sales manager and operating head. First NMS report is due out in February.

## Protection promise

Eager young operatives of FCC's new Complaints & Compliance Division are using rough measures, according to reports filtering back to Washington attorneys. In one instance station ownership reported that FCC investigators sought to induce low-level employees to tip them on station violations, with oral assurances that employees would be protected. G-2 division, authorized at last session of Congress with appropriation of \$150,000, is headed by John C. Harrington, who recently (BROADCASTING, Nov. 14) assured stations that no objectionable measures were being used.

## Dead-end again

For third time within year, transaction for sale of KFSD-AM-FM-TV San Diego for around \$7 million has fallen through. United Artists, which had picked up deal after Southland Industries Inc. (WOAI-AM-TV San Antonio) had cancelled because of financing difficulties, last week terminated its negotiations with *Newsweek* magazine and Fox, Wells & Rogers, investment firm, which jointly own facilities. Inability to iron out certain details of contract was responsible for withdrawal, it's learned. Triangle Stations (Annenberg interests) dropped deal last spring on advice of counsel because it had pending before FCC matter involving deintermixture of its ch. 12 KFRE-TV Fresno.

*James G. Rogers, Fox, Wells partner, told BROADCASTING last week that decision had been reached to withdraw property from market. It was ascertained, however, that preliminary study of properties had been undertaken by another entity now in station ownership. Facilities involved are ch. 10 KFSD-TV and KFSD-AM, 5 kw fulltime on 600 kc, plus KFSD-FM, 94.1 mc.*