

WEEK'S HEADLINERS

Charles C. Bevis Jr., assistant executive director of Assn. of Maximum Service Telecasters, Washington, D. C., appointed executive director of Assn. on Broadcasting Standards, newly formed group of over 50 standard broadcast stations. Mr. Bevis will assume his new position immediately at association's headquarters at 1741 DeSales St. in Washington. With over 25 years in broadcasting, Mr. Bevis is well known as radio and tv station manager. He was associated with NBC for 23 years, serving in various station and staff executive positions. Previous NBC assignments include general manager of stations: KOA Denver; WNBK (TV) (now KYW-TV) Cleveland; and WBUF (TV) (uhf outlet since relinquished by NBC) Buffalo, N. Y. He also served as general executive on staff of Charles R. Denny, who was at that time executive vp in charge of NBC-owned stations, Spot Sales, radio network and international divisions.



Mr. Bevis

Edward A. Grey, senior vp in charge of media operations at Ted Bates & Co., New York, joins McCann-Erickson, effective April 1, as senior vp in charge of tv programming and media for New York office. Mr. Grey, who began his advertising career in 1936, held various media department posts at Newell-Emmett Adv., Albert Frank-Guenther Law,

and former Biow Co. before joining Bates in January 1955 as media group supervisor. Later that year he was elected vp and associate media director, and in 1958, was elevated to senior vp and member of board of directors. **Harold Graham Jr.**, who has been vp in charge of tv programming at M-E, has been elected senior vp and manager of tv programming department.

William R. Baker Jr., honorary chairman of Benton & Bowles, New York, elected board chairman of The Advertising Council at organization's 19th Washington conference last week (see story, page 32). He succeeds **Leo Burnett**, chairman of Leo Burnett Co., Chicago, who remains on council board.



Mr. Baker

Michael H. Dann, vp, network programs New York, CBS-TV, appointed vp-programs, replacing **Hubbell Robinson**, who resigns as senior vp-programs. **Oscar Katz**, vp network programs at CBS-TV from 1959-1962 and vp-daytime programs since July 1962, named to new post of CBS-TV vp-program administration. Mr. Katz's appointment announced by Mr. Dann after resignation of **Alan D. Courtney** as vp-network programs, position he held since July 1962. Mr. Robinson's resignation is his second as network's top program executive in past four years (see story, page 29).

For other personnel changes of the week see FATES & FORTUNES

and operates WNEW-AM-TV New York, KMBC-AM-TV Kansas City, WTTG (TV) Washington, WHK Cleveland, WIP Philadelphia, KOVR (TV) Stockton, Calif., and WTVP (TV) Decatur and WTVH (TV) Peoria, both Illinois. Howard E. Stark was broker.

Greater Boston loses again in ch. 5 fight

FCC last Friday denied request by Greater Boston Tv Corp. that commission reconsider its grant to WHDH-TV Boston of four-month license to operate ch. 5 (BROADCASTING, Oct. 1, 1962).

Commission has granted until March 26 for filing of applications in competition with WHDH-TV's renewal application (AT DEADLINE, Feb. 4). Greater Boston was unsuccessful applicant for ch. 5 in original 1957 hearing.

Print loss is tv's gain, House counsel testifies

Major national advertisers raised their spending on tv by 8% over a five-year period, while they reduced newspaper buying by 5%. This information was placed in record of House news concentration hearing (see page 62) by Stuart Johnson, counsel for committee, at Friday session during re-examination of Stanford Smith, general counsel of American Newspaper Publishers Assn.

Johnson said 49 of top 100 national advertisers, responding to committee questionnaire (BROADCASTING, Jan. 28), indicated that in 1957 they put 39.78% of their money in tv and ran this up to 47.4% in 1961. During same period spending in newspapers went down from 23% to 18.08%.

DuPont awards to Smith, WFMT(FM) and KVOA-TV

WFMT (FM) Chicago, KVOA-TV Tucson, Ariz., and Howard K. Smith, ABC news commentator, were announced today (Monday) as winners of Alfred I. duPont radio & tv awards for 1962.

Awards will be presented at banquet in Washington, D. C., next Monday (March 25). Dean Gilbert Seldes of Annenberg School of Communications, U. of Pennsylvania, will be principal speaker.

NL&B executives gather 150 strong in Chicago

Some 150 top executives of Needham, Louis & Brorby, Chicago, and key officials of agency's New York, Hollywood and Toronto offices gathered at Chicago's Pick-Congress Hotel Friday-Saturday for first mass reorientation-updating session to be held by agency in its history.

Fall broadcast plans also were previewed. Chicago offices were closed Friday. NL&B's tv-radio billings are about \$24 million, over half of total handled by agency.

MBS announces three for affiliates board

Roger Beane, WSSV Petersburg, Va. (District 3); Gene Trace, WBBW Youngstown, Ohio (District 5); and Sherwood R. Gordon, KSDO San Diego (District 11) have won special run-off election for Mutual Affiliates Advisory Committee.

Contests in three districts had originally been tied. Mutual notified stations of vote Friday (March 15).

Results in other districts were announced last week.

SAG seeks 6% of gross for movies on pay tv

Proposal that actors employed in theatrical movies released to pay tv be given 6% of worldwide gross (less distribution expenses not to exceed 40%) will be made by Screen Actors Guild in negotiations to start March 25, SAG said yesterday (March 17).

Guild will also ask for advance of 75% to be paid at time of first release of any movie to pay tv. Present contract calls for producer to pay SAG 6% of world gross from use of theatrical pictures on free tv, less 40% distribution costs, but without advance payment.

Japanese color for \$295

Japanese-made 16-inch color tv set is to be introduced in U.S. next fall to sell at \$295 by Majestic Electronics Inc., Los Angeles. Made by Toshiba, set already is on market in Japan.