New ABC plan to get VHF affiliations

AIM: V'S WOULD DUMP CBS, NBC TO AVOID DROP-INS

ABC has offered FCC new plan aimed at equalizing competition among three networks and boosting development of UHF television.

Plan, containing elements of rejected drop-in proposal and ABC's market-sharing idea, was discussed at meeting Friday (May 1) between commissioners and ABC officials (see page 69).

Object of plan would be to equalize number of VHF and UHF affiliates among three networks in top 18 two-VHF-station markets.

CBS and NBC, which have more VHF's in these markets than ABC has, would be given opportunity of surrendering affiliation with VHF station and taking UHF in its place. Displaced VHF would presumably be available for affiliation with ABC.

It was understood question as to which network would give up VHF would be left to voluntary agreement between networks and their affiliates with no coercion from FCC.

If NBC and CBS refused to give up VHF station, FCC would drop in VHF channel. This would give ABC chance to pick up VHF affiliation.

ABC plan also provides that successful applicant for VHF drop-in would be required to operate parallel UHF outlet. After certain number of years, either VHF or UHF license would have to be surrendered.

New ABC plan was pushed by platoon of network's officials including Leonard Goldenson, president of American Broadcasting-Paramount Theatres.

Supports Position ▪ ABC representatives supplied mass of data to support contention that network is at serious competitive disadvantage and cannot afford to affiliate with new UHF's.

ABC reportedly said its need of VHF circulation is so great that it would prefer to be second affiliation for VHF station and pay premium rates than to have primary UHF affiliation.

ABC also reportedly stressed that CBS and NBC are in better position to give up VHF and, furthermore, should carry what ABC feels is their share of responsibility for helping UHF television develop.

Joining Mr. Goldenson in ABC contingent were Thomas Moore, network president; Everett H. Erlick, vice president and general counsel; Mortimer Weinbach, vice president and assistant general counsel; Julius Barnathan, vice president and general manager of television network; Robert Coe, vice president, television station relations; Alfred Beckman, Washington vice president; Paul Sonkin, research specialist; James McKenna, Washington counsel, and Frank Kear, Washington consulting engineer.

Bristol-Myers has Powervision

Concept to double firm's summer spot budget; some call it 'rate cutting'

Bristol-Myers Co., New York, will launch multimillion-dollar spot television campaign this summer in approximately 30 major markets, utilizing unusual bulk buying approach which is expected to at least double spot TV expenditures that B-M normally would spend in those markets in June, July and August.

Called Powervision, Bristol-Myers' concept encompasses purchases of run-of-schedule announcement at flat negotiated price. Minimum of 400 one-minute spots and up to several thousand spots will be bought over six, eight or 10-week cycle on stations, and, in some areas, more than one TV outlet will be used. Target date for Powervision is June.

Some stations and representatives have called offer "rate-cutting device."

Since stations do not have provisions in rate cards for such extensive purchases, it is conceivable concept may set future pattern for buying spot TV in summer.

Silent Figures ▪ Bristol-Myers was reluctant to discuss undertaking because of competitive considerations but it is known that budget is expected to "go into the millions."

For first time, Bristol-Myers is including its customers (drug chains, supermarkets, independent stores) in its national spot TV program, with 15-second retailer tags added to 45-second product commercials for Ban, Bufferin, Excedrin, Ipana, Score and Vitalis. Company thinks approach will increase retailer sales; bring added revenue to stations during slow summer months and, hopefully, accelerate sales of B-M products.

Concept was tested for several months this spring in Miami, Dallas and Washington and reportedly has proved successful for both B-M and its customers. Chain stores and other outlets earn certain number of TV spots, depending on volume of products they buy from B-M. They do not contribute to advertising budget.

Agencies involved in project are Young & Rubicam; Grey Advertising; Doherty, Clifford, Steers & Shenfield, and Ogilvy, Benson & Mather.

Coral TV given VHF CP in Florida

FCC has granted Coral Television Corp. construction permit to build station on channel 6 in South Miami, Fla.

In order released Friday (May 1) FCC dismissed with prejudice competing applications of Publix Television Corp. and South Florida Amusement Co. Inc. for stations in Perrine, Fla.

Order incorporated FCC approval of agreement between Coral and South Florida providing for dismissal of South Florida's application.

FCC made grant to Coral conditional on that company not selling stock to Sherwin Grossman, 50.5% owner of South Florida, or giving him management position, without commission approval.

FCC held that Mr. Grossman made false statements during hearing concerning his activities while owner of WBUF(TV) Buffalo. However, FCC said it doesn't consider his conduct serious to warrant his disqualification as licensee.

Two sales approved

FCC announced Friday (May 1) it has approved sales of KIXL-AM-FM Dallas and WNXT Portsmouth, Ohio.

KIXL stations were sold by Lee Segall to Robert S. Strauss and Theodore H. Strauss for $675,583. T. H. Strauss was commercial manager of KIXL in late 1940's. KIXL is 1 kw daytimer on 1040 kc and KIXL-FM is on 104.5 mc with 100 kw.

Leonard Feldman and A. R. Ellman sold WNXT to Zanesville Publishing Co. (*Zanesville* [Ohio] *Times-Record* and

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