

One winner last election night was UHF television. Colgate-Palmolive, through Ted Bates agency, presented movie on three UHF channels under *Colgate Theater* title, counter-programming against massive election on other channels. Strategy paid. On WPHL-TV Philadelphia movie made rating of 9, which, it's claimed, is highest figure ever achieved by U in that market. Other stations involved, WDCA-TV Washington and WDHO-TV Toledo, Ohio, got 6.9 and 9, respectively. Ted Bates is said to be especially interested in seeing what UHF can do for its clients.

### 90-minute cycle?

Next season may become known as year 90-minute series comes into its own. In recent weeks both MGM-TV and Universal TV, among other production companies, have been pitching 90-minute dramatic anthologies to NBC-TV. Same network took look at producer David Dortort's *The High Chaparral*, supposed to be hour outdoor adventure, and immediately decided it has "size" and "scope" to go 90-minutes in 1967-68.

### Another inning

Last hasn't been heard on shift of Chicago White Sox telecasts from *Chicago Tribune's* WGN-TV to Marshall Field's WFLD-TV beginning in 1968. WGN is expected to pursue its "first refusal" rights on Sox telecasts which ch. 32 WFLD had contracted to pick up for five years for between \$10-\$12.5 million beginning in April 1968.

*Problem with WGN-TV, it's understood, evolved as result of demand by Sox ownership for carriage of up to 162 games (full season). Tribune station couldn't accommodate schedule in light of its contract with Chicago Cubs (National League) for minimum of 86 games under current two-year contract.*

### Counting spots

North and South Carolina stations, whose renewals are up Dec. 1, are getting break in FCC consideration of their commercial practices and proposals. Some, apparently taking cue from FCC practice begun in April of querying stations proposing more than 20 minutes of commercial time per hour (BROADCASTING, April 11), specified that amount in reporting on their

proposed policy in their renewal application. Exact number isn't known, but reports indicate it may reach 100.

*But then, last month came switch in FCC policy, with questionnaire asking radio licensees to justify proposals providing for more than 18 minutes per hour (16 minutes in case of TV licensees). However, commission has asked all Carolina licensees to file new questionnaire promptly; commission will compare past performance with current policy, rather than with promise made three years ago. But in filing new questionnaire, stations with 18-plus proposals can justify them, as provided for in questionnaire, or cut proposals back to 18 minutes.*

### Rebuttal due

Appearance of Fred Ford, president of National Community Television Association, before New England Broadcast Executives Club in Boston Wednesday (Nov. 23) is being billed in advance as CATV's answer to harsh words about CATV used by Vincent T. Wasilewski, president of National Association of Broadcasters, in talk last week in New York (see page 40). Ford speech has been on schedule for some time, but topic apparently was switched to answer Mr. Wasilewski.

### Out and in

If ABC Radio's decision to drop its subscription to Sindlinger & Co.'s radio network audience measurement service holds up—as ABC Radio officials indicate it will, though Sindlinger obviously hopes it won't—ABC Radio's audience figures will still be included in future reports. Sindlinger plans to continue to measure and report ABC radio audiences, no matter what. Reasoning is that other networks, as subscribers, will still want and be entitled to know what ABC Radio's audiences are and that agencies will, too. (see page 40).

### No noise

FCC rulemaking proposing deletion of half-dozen FM channel assignments in so-called "quiet zone" of Virginia and West Virginia would protect area where government engages in radio astronomy and other classified work.

Action, proposed in rulemaking announced last week, would be unprecedented in peace time.

*None of assignments in remote, mountainous area is occupied. Hence no confiscation of property is involved. But there were applications for one FM assignment which were never processed. Commission vote to issue rulemaking was unanimous, but Commissioner Kenneth A. Cox dissented in part. Text of notice of rulemaking is due out this week, with separate statement by Commissioner Cox.*

### Make work

Lack of work, with resulting decline in budget appropriation for Radio Laboratories in Boulder, Colo., is given by inside government circles as one reason Department of Commerce wants authorization for full-scale multi-million-dollar spectrum analysis, as recommended by Telecommunications Science Panel (BROADCASTING, Nov. 14, Oct. 24).

*Former Central Radio Propagation Laboratories of Bureau of Standards, branch of Commerce Department, once handled radio propagation studies for government agencies, including military. But with burgeoning research and development staffs of Department of Defense, Boulder group has had less and less to do. Because of diminishing workload at Boulder, Commerce officials are anxious to find assignments for its laboratories, and \$10 million to \$50 million spectrum study looks like one answer.*

### Cooley complains

Sticky issue is being presented to FCC by defeated congressman. Representative Harold D. Cooley (D-N.C.) is asking commission to set license-renewal application of WRAL-TV Raleigh, N. C., for hearing on ground station treated him unfairly in election campaign. Representative Cooley, who lost to James C. Gardner in bid for seventeenth term, claims station engaged in "conspiracy" to defeat him. He said station editorial broadcast 6:30 p.m. election eve constituted "vicious, personal attack" on him, and that he was offered reply time which was broadcast at 11:40 p.m. same night. Mr. Cooley mailed complaint to FCC Friday (Nov. 18).