

fewer. Still uncertain is whether representative of NAB Code Authority will make trip.

Task force will be headed by William Carlisle, vice president for station services, and Alvin M. King, director of state association liaison. Field men will be: Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Dan Valentine and Hamilton M. Woodle.

## Mediastats sets separate weeks for TV and radio

Media Statistics Inc. plans major changes in its Mediastat radio audience reports, highlighted by measuring radio one week and TV next week in place of present method of combined TV-radio diary measurement, it was announced Friday (Feb. 3).

Research organization felt it was "too burdensome" for same sample audience in particular markets to maintain records on both TV-radio during one week. Change-over will begin with April-May reports and during transition, February markets will be surveyed with radio-only diary.

In other changes, Mediastat said, persons who refused to keep and return usable diaries will be reached by depth recall interviews via telephone on daily basis; TV reports based on individual TV diaries will be printed and issued to radio station and agency clients for comparison purposes, and all markets scheduled to be surveyed in June-July will be covered with new techniques in April-May so that delivery of reports can be made in June in time for summer selling season.

Mediastat also plans to expand number of markets covered from 32 to 50 by next fall, it was stated.

## Doubling ad outlays

Zenith Sales Corp., Chicago, through Foote, Cone & Belding there is doubling advertising expenditure in all media for year's first quarter to sell color TV and other products. Participations in color on CBS-TV and NBC-TV programs also are doubled.

## Revere-Avco plan

FCC Friday (Feb. 3) told Avco Corp. and Paul Revere Corp. there is no need to file with commission for approval of plan whereby Revere seeks to acquire 4 million shares of Avco stock.

Plan by Revere Corp., Worcester, Mass., holding company, was revealed last week. Firm has offered shareholders of Avco \$33 per share in effort to gain almost one-third of Avco stock. Formal tender is expected to be made in next few weeks. Revere officials have said

## WEEK'S HEADLINER



Mr. Tinker

Grant Tinker, whose resignation as second-in-command of NBC-TV programming was disclosed two weeks ago (BROADCASTING, Jan. 23), will join Universal City Studios Television in Hollywood as VP-network programming, effective Feb. 13. Mr. Tinker, who had been at Benton & Bowles and McCann-Erickson, returned to NBC (where he had begun in 1950) in late 1961. Last June, he was appointed VP in charge of programs in New York, after serving in same capacity on West Coast.

## For other personnel changes of the week see FATES & FORTUNES

they do not intend to seek control of Avco.

Avco, whose shares have been selling at around \$28 before offer, rose on stock exchanges. Firm, active defense contractor, is also group owner of broadcasting properties.

## NAB is also querying its members on FM operations

By time April 2 rolls around there should be little question as to direction FM broadcasters are going and if they are getting there. National Association of Broadcasters and National Association of FM Broadcasters are going to FM stations to learn what they are doing and how they are doing it.

NAB today (Feb. 6) is sending out questionnaire to its 1,055 FM members asking what they are programming, how they are staffed, and—if they have been duplicating their AM affiliate—how they have split operations (BROADCASTING, Jan. 16).

Last week NAFMB sent questionnaires to more than 1,600 FM stations, looking for basic programming information. NAFMB survey, being conducted by Inquiry Research Inc., is budgeted at \$3,000 to \$5,000 and asks for data including overall format, stereo and hours of operation.

Reports on both surveys—either partial or total—will be made in Chicago at NAFMB's March 31-April 2 convention and during FM Day (April 2) of NAB convention.

## Religious programs are not bogus, station says

Richard Eaton's WOOK-AM-TV Washington last week denied allegations made by Washington Community Broadcasting Co. that stations are carrying "spurious" religious programming (BROADCASTING, Jan. 9).

Wook, which programs to Washington's Negro community, said that its religious broadcasts "are made in good faith by ordained ministers who offer their listeners nothing at all extraordinary. . . ." Stations said that beliefs aired are similar to beliefs and practices of dominant U.S. religions.

Washington Community, whose vice president is Drew Pearson, newspaper columnist and radio-TV commentator, had charged that wook's religious programs offered for sale such "magic articles" as "money drawing incense," "conquer roots" and "spiritual baths." Washington Community is one of two companies that filed competing applications in August 1966 for wook's facilities (BROADCASTING, Sept. 5, 1966).

Wook also denied Washington Community's charge that Mr. Eaton was guilty of offering "fictitious price saving" to people who buy his book sold on one of his programs.

## ACLU joins Justice in seeking ITT-ABC hearing

American Civil Liberties Union has joined Department to Justice in requesting FCC to reopen ABC-International Telephone & Telegraph Corp. merger case.

ACLU filed petition asking commission to hold hearing on proposed merger and to permit it to intervene as party.

ACLU said it was making request because of proceeding's "enormous implications for keeping open channels of communication and free expression."

ACLU said two-day oral hearing commission held on proposed merger was inadequate to permit consideration of important issues bearing on public interest.

ACLU petition was filed after commission issued order asking Department of Justice to supply information it has relied on in stating merger might produce anticompetitive results (see page 44).

## Ekco to JWT

Ekco Products Co., Chicago, names J. Walter Thompson Co. there for \$1 million account, switching from Doyle Dane Bernbach, New York.