the week in brief

FCC EYES PROGRAM CONTENT
But decides, by narrow four-to-three vote, not to make it an issue in approving sale of WQAM Miami to Todd Storz

$14 MILLION IN STATION SALES
FCC, in final meeting before annual summer hiatus, approves transfers of ownership of $14 million worth of radio-TV properties

LEVER BROS. ASKS DOUBLE-SPOTS
Stations and representatives look askance at Lever Bros. proposal to plug two products in same 60-second spot, but think they'll go along

BBDO TV BILLINGS: $72 MILLION
Five new tv network programs on agency's schedule for fall are expected to add about $12 million to the $60 million spent in video advertising for BBDO clients in 1955

NETWORK RADIO CHALLENGED
Program service of radio networks fails to meet today's needs, Westinghouse Radio Co. President McGannon states in explaining why WBC stations left NBC

OUTLOOK GOOD FOR ALL-U TV
But not in foreseeable future, FCC Chairman McConnaughey tells Senate Commerce Committee, expressing confidence that engineers will "eventually" find way to make uhf work

BOLER SEeks AT&T PROBE
North Dakota broadcaster asks Senate to let FCC investigate "exorbitant" charges for intercity tv connections

FCC MOVES THREE CHANNELS
In final decisions, Commission shifts ch. 21 from Huntington, Ind., to Fort Wayne; assigns ch. 61 to Moses Lake, Wash., and changes educational reservation in College Station, Tex., from vhf ch. 3 to uhf ch. 48

TV HAS MORE PROBING AHEAD
House Antitrust Committee plans September hearings in New York to explore television's advertising practices and talent contracts

CROWELL-COLLIER FILES FOR KFWB
Publishing firm makes first move to secure FCC approval of its $19 million radio and tv station purchases

BROADCASTERS BUY BALL CLUB
Detroit Tigers is purchased by 11-man syndicate headed by John E. Fetzer and Fred A. Know for $5.5 million in biggest deal in baseball history

NEWSPAPER EFFICIENCY DECLINES
Local ads in Denver Post are read, on average, by 18% fewer women per dollar than a year ago, says President Treya tells Denver advertiser-agency executives

AFTRA-SAG MERGER PROSPECTS
National executive secretary of AFTRA tells convention that mutual interests and overlap of membership will "eventually force" the two talent unions to combine

GATES REVEALS 'AUTOSTATION'
System said to provide up to 12 hours of complete, continuous and unattended radio station programming

THE TEXAS STORY
Lone Star State is subject of the seventh article in BT's series of studies of expanding U. S. markets

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This Week:

For the Record

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ON ALL ACCOUNTS

Open Mike

Our Respect

Personnel Relations

Program Services

Programs & Promotion

Stations

Trade Assns.

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