

AT DEADLINE

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FCC, as well as general counsels of other agencies, for today (Monday) to finalize plans for panels. Proposed topics of discussion:

"(1) What legislative or administrative measures should be taken to preclude attempts to influence commission members or employees by means which do not afford a fair opportunity to present their case to interested persons who will be materially affected by commission action, and at the same time preserve the necessary access of the commission to information from the regulated industry? (2) The role of hearing examiners. (3) The role of commissioners and their staffs and the division of responsibilities. . . . (4) The efficiency of the commissions. What changes, if any, in the existing statutory provisions relating to substance or procedure are needed to enable the commissions to cope with the increasingly enormous volume of business coming before them?"

Appearing with FCC panel, on date yet to be determined, will be chairman, general counsel, chief hearing examiner, technical staff chief, two private attorneys, and two officials from regulated industry. This panel will discuss all four problems. Second group of

panelists, to follow six agencies, will devote two days to first and fourth problems.

Am-fm set gains aid Conelrad defense

Major breakthrough in am-fm receivers permitting low-cost sets that will respond to Conelrad attention signal automatically disclosed Friday (May 15) as all Florida radio stations started monitoring signals of Florida fm network. New technical developments, which FCC says are classified, make possible use of multiple fm communications channels along with am Conelrad stations during Conelrad alerts and weather emergencies.

Simple modifications of equipment are involved in fm transmission facilities. Florida fm hookup is backed by Florida Assn. of Broadcasters.

FCC, Atomic Energy Commission and Office of Civil & Defense Mobilization are testing many devices to provide audible warnings through radio receivers in case of fallout. RCA, for example, has geiger-counter device that feeds receiver audio circuit. Tracerlab and other firms also have devices. AEC and OCDM announced jointly Friday they have been testing radio-radiation detectors and will strongly recommend them to public if tests show they are satisfactory. They voiced hope successful devices can be developed at early

date, since they would give public (1) broadcast information and civil defense instructions and (2) show presence of radioactive contamination.

Monroney's kind word

Television programming's chief congressional critic took floor of Senate Friday (May 15) to praise planned network efforts, rather than condemn as has been case often in past (AT DEADLINE, April 27, et seq). "A few rays of light are shining through the gloom of television programming," Sen. Mike Monroney (D-Okla.) said in citing upcoming plans of CBS and NBC for public service programming in prime time. "All of us can take off our hats to NBC and CBS for such creative programming. . . ." Sen. Monroney has spearheaded Senate Commerce Committee investigation of rating services and Committee Chairman Warren Magnuson (D-Wash.) said Friday Oklahoman would conduct resumption of hearings, probably in mid-June.

• Business Briefly

• P. Lorillard Co., N.Y., through Lennen & Newell there, and General Foods Corp., White Plains, N.Y., through Benton & Bowles, N.Y., will co-sponsor new comedy-drama series, *Hennesey* over CBS-TV, starting Oct. 5 (Mon. 10-10:30 p.m.). Jackie Cooper will be star and co-producer.

WEEK'S HEADLINERS

HOWARD ANDERSON, central division sales manager of ABC Films in Chicago, named vp and supervisor of sales of company's New York headquarters. Mr. Anderson's successor will be RICHARD C. HURLEY, formerly Chicago city sales manager of ABC Films. Promotions are first phase of reorganization of domestic sales staff, said Henry G. Plitt, company president. Mr. Anderson joined ABC Films in 1954 as manager of Dallas office. Two years later he was transferred to Chicago as midwest sales manager. Mr. Hurley started with company in 1957 as account executive in Chicago. He will assume duties of both city sales manager and his new post until his successor is named.



MR. ANDERSON

MICHAEL T. JOSEPH and DANIEL H. SMITH appointed vp in charge of radio operations and vp and director of engineering, respectively, of Capital Cities Television Corp., radio-tv station ownership group. Mr. Joseph, previously program consultant, Avery-Knodel, has also served in various radio positions for Fetzer Broadcasting Co. and Founders Corp. He will supervise radio operations



MR. JOSEPH



MR. SMITH

for Capital Cities at WROW Albany, N.Y., and WPRO Providence. Mr. Smith, electrical engineer since graduation from Virginia Polytechnic Institute in 1932, has been associated with Western Electric Co., WCHS-TV Portland, Me., WTVT (TV) Tampa, Fla., and WFLA-AM-TV Tampa. Prior to joining Capital Cities, he was manager of WEDU Tampa. Other Capital Cities stations are WTEN (TV) Albany, WTVD (TV) Raleigh-Durham and WPRO-TV Providence.



MR. CLARKE C. B. (PETE) CLARKE JR., sales manager of WDGY Minneapolis-St. Paul, promoted to general manager, succeeding JACK THAYER, resigned. Mr. Clarke joined WDGY in 1956 when Storz stations bought Twin Cities outlet. He was previously with Scott Paper Co., Chester, Pa., and served at WTCN Minneapolis as account executive. Other Storz stations: WTIK New Orleans, WQAM Miami, WHB Kansas City and KOMA Oklahoma City.

ROBERT KESNER, assistant advertising manager of Coca-Cola Co., N.Y., moves to Lennen & Newell, N.Y., as senior vp and management account supervisor on Newport filter cigarettes. Mr. Kesner, with Coca-Cola for ten years, was its radio-tv manager before being appointed assistant advertising manager.

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