

Code problems • Two station entities quit NAB last week in disagreement with Television Code Review Board's actions against stations carrying commercials for Preparation H, hemorrhoid remedy. One was ch. 8 WMTW (TV) Poland Spring, Me. (story page 59); other was midwest multiple owner of two vhfs and two am stations. Radio stations in midwest group were charter members of original NAB and officials of company have been active in association affairs.

Tv code board meets today (June 8) in Washington for major policy determination on Preparation H procedure. Probability is that board will cite code subscribers still carrying Preparation H spots for revocation of code membership. Revocation will be up to NAB Tv Board which meets June 17 in Washington. Code subscriber list unofficially is placed at about 280, down from peak of about 310. Loss of another 25 code subscribers wouldn't surprise NAB headquarters—but loss of more members in NAB itself would be another matter.

Atlanta renewals pend • Atlanta radio station license renewals are principal topic to be discussed at special FCC meeting today (Monday), with possibility formal action may come at regular Wednesday meeting. Commission at this date seems almost evenly split between those who would like full-scale "area" hearing (appraising community as whole and all stations' program balance, overall) and those who feel matter should be handled on individual basis (renewing some licenses, setting others for hearing). Involved are seven Atlanta radio stations which have been operating without license renewals for more than year (CLOSED CIRCUIT, June 1).

Brighter day • ABC-TV officials say they're pleased with advance renewals for daytime schedule, which for while during past season appeared bit rocky. General Foods, Lever Bros., Armour, Toni, Johnson & Johnson, Beech-Nut and Drackett have renewed and Block Drug is new advertiser for year's third quarter deemed critical period in daytime networking. Network also pinning hopes on two strips—*Bob Cummings Show* and *Restless Gun*—which will be scheduled next fall in daytime periods, claims increases in shares of audience during 1-4 p.m. period in past few months.

Another d.j. meet? • Although Todd

Storz went on record during second annual disc jockey convention in Miami that Storz Stations would sponsor third convention next year if disc jockeys wanted it, he is reserving final decision until after huddle with record companies on how to control "entertainment" exuberance (story page 93). Meeting will be held with record officials in about a month. Like others at Miami Beach who were chagrined that competitive media caught radio personalities off-guard, Mr. Storz feels "we have to bend over backwards" in this profession "because a lot of attention is focused on us."

Bidding runs high • In rush to prepare for rash of specials as well as several high-budget regular series for next network season (see fall schedule, page 38, and MONDAY MEMO, page 23) is this behind-scenes development: there's intensive competitive bidding for name talent, story properties, producers, writers, etc. Bidding is said by some agency programmers to be more hectic than ever in tv's history. As one agency executive puts it about available talent: "Who's left who hasn't been at least approached for tv?"

July 15 is T-day • Put July 15 on calendar for significant announcement on tv allocations. That is date when FCC and OCDM conferees expect to be at point where they know where they are going on band swapping—to give more vhf to tv, relinquish uhf (and perhaps some vhf) to military. In fact, progress report may be publicly issued at that time. FCC Comr. Fred Ford, liaison with military and other government users, privately has reported to FCC that substantial progress is being made.

"The day we killed uhf" was comment of Comr. Robert E. Lee after FCC last Monday dropped new vhf station into Baton Rouge to replace existing uhf outlet there (story page 35). Comr. Lee, who has strongly advocated move of all tv to uhf, was joined by Comr. Robert T. Bartley in negative vote.

Chain reaction • What isn't readily apparent (except to lawyers and engineers intimately concerned) is that whenever FCC makes move in deintermixing area adding another vhf channel (as it did last week in Baton Rouge, for example), three, four and sometimes half dozen other cities are opened up for similar moves.

Prime example of this chain reaction is Fresno, Calif. When, as and if Commission makes decision in Fresno, this will also have impact on Bakersfield, Santa Barbara, San Luis Obispo, Sacramento, San Francisco and even Reno, Nev. In some crowded area, like New England, reshuffling circle is even more widening—for once a series of changes are made, new series of changes becomes apparent.

Wide, wide world • NBC appears unworried about fall, with its two top executives planning long trips this summer. President Robert Kintner is taking off on business-pleasure journey around the world in early July. Board Chairman Robert Sarnoff some time in August will leave on far eastern trek covering Hawaii, Japan and probably Hong Kong. Mr. Kintner is expected back before Mr. Sarnoff takes off.

Staff reappraisal • Resignation of economist Warren Baum, chief of FCC's Network Study Office Friday (he's joining World Bank staff on Europe and Africa), will give Commission opportunity to reappraise future of this organization. Office of Network Study was established in October 1957 following submission of Barrow report. Its function was to follow through on more than 30 recommendations made by Network Study Staff. Feeling in some FCC quarters is that with issuance of rule-making notices on option time, spot representation and current hearing on network program practices remainder of ONS work could easily be absorbed by regular Broadcast Bureau staff. This is based on view that Commission has agreed to maintain status quo on other recommendations, including changes in multiple ownership rule.

Waiting and watching • Don't count on Electronic Industries Assn. backing FCC's request for legislation requiring all tv receivers (moving in interstate commerce) to be all-band sets. At last month's Chicago EIA meeting, consumer products division voted to oppose FCC recommendation. It was decided to play it cool, however, and wait and see whether FCC's ideas are seriously taken up by anyone in Congress. FCC made these suggestions last April in report to Senate Commerce Committee; it also recommended that it be given authority to establish standards for tv receivers (BROADCASTING, April 27).