

# WEEK IN BRIEF



DR. YOUNG

**Pants seats won't replace research** • Believe it or not, according to Dr. Norman Young, director of research, Mogul Lewin Williams & Saylor, New York, it has happened: agencyman tries to fly blind in media campaign without basic radio-tv research, gets grounded by client. For a while, Dr. Young says in this week's MONDAY MEMO, it looked like you can be successful sliding along on the seat of your pants without factual research. He was afraid research directors had become outmoded, until . . . Page 19.

**Agencies and network programs** • Networks do, and should, control scheduling of programs, agency witnesses tell FCC. But some alarm is voiced over increasing number of network-controlled hour-long shows. Agencies' role in program development and production spelled out. Page 31.

**More for television** • Katz Agency promotion film recommends U.S. companies allot at least 10% of sales budgets to spot tv in addition to regular tv advertising expenditures. Distribution efficiency found lagging far behind production efficiency. Page 46.

**MBS settlement proposed** • Creditors offered 10 cents-on-the-dollar payment. Network officials meet with Mutual Affiliates Advisory Committee group as well as creditors. Bankruptcy hearing scheduled today (July 13). Page 52.

**In and out of NBC Radio** • Todd Storz informs network KOMA Oklahoma City is cutting down use of network programs; network caught by surprise. And NBC Radio drops WHAM Rochester, N.Y. for WVET. Page 54.

**Daytimers treaty problems** • Status of daytime stations in ratification of Mexican treaty is major item of contention as Senate Foreign Relations Subcommittee holds one-day hearing on international broadcast agreements. Page 72.

**Troubles for tall towers** • Actions of new agency at federal level and of increasing number of restrictive laws at state level pose new problems for broadcasters who plan new antenna towers. Page 80.

**Sec. 315 plan diluted** • House subcommittee reports to parent body watered-down version of equal-time amendment, exempting newscasts and on-the-spot coverage. Further consideration planned on legislation to define qualified candidates. Page 81.

**Catv advocates at bat** • Cable antenna proponents scheduled to have their day in court this week, following additional testimony by broadcasters and booster adherents before Senate Commerce subcommittee. FCC Chairman Doerfer to testify after appearance of catv witnesses. Page 82.

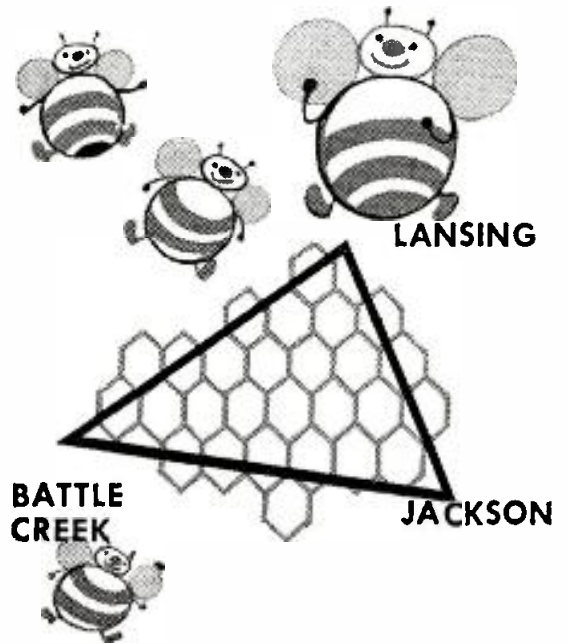
**CBC-TV heavy user of red ink** • Report to Parliamentary Broadcasting Committee in Ottawa discloses that 17 of 40 sponsored television programs lost money. Page 103.

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