

WEEK IN BRIEF

Mama, what's a first-run? Insatiable television has gobbled up feature films so fast the end is seen by 1967, and from then on it'll be seconds, thirds, fourths, etc. See . . .

FIRST-RUNS TO BE EXTINCT? . . . 27

An advertiser's golden dream—to use an overnight rating service like Arbitron to get the same results furnished by the slower Nielsen—is being studied. But will it stand the cold daylight test? See . . .

ARBITRON, NIELSEN ALIKE? . . . 30

There are more ways than one to skin a cat. The FCC is going to implement its plans to trim some marginals from the list of am stations by questioning sales involving shaky finances. See . . .

FCC BIRTH CONTROL ASSIST? . . . 52

Some program producers have been in such a hurry to carve out a piece of the television programming pie that they have overlooked some obvious opportunities; but not David Wolper. See . . .

SAGA OF A DOCUMENTARY LOVER . . . 76

Are Hollywood talent agencies violating antitrust laws? A federal grand jury begins questioning witnesses in Los Angeles and there are indications the probe may last three to four months. See . . .

GRAND JURY HEARING . . . 58

A six-way sprint is in prospect for ch. 13 at Grand Rapids as the FCC calls scratch time in the contest for the drop-in. The commission refuses to add a trafficking issue. See . . .

SIX VIE FOR CH. 13 . . . 62

People listen if you talk to "one guy at a time." At least they've listened to one livewire agency which isn't quite two years old, but which will have \$16 million billing in 1962. See . . .

PAPERT, KOENIG, LOIS . . . 39

For the second time, the FCC employs its new Sunday punch, with a \$10,000 fine against Storz stations' KOMA Oklahoma City for breaking restrictions of power, antenna rules. See . . .

FCC TO FINE KOMA \$10,000 . . . 60

Fast footwork by Messrs. Collins and Martin at Jacksonville averts proposal for NAB to ask the FCC to study the crowded radio band and radio's economics. See . . .

FINALE AT JACKSONVILLE . . . 44

The television picture in Western Europe is definitely going to include uhf; with this question resolved, the outlook for set sales is due to improve. See . . .

EUROPEAN TV SET MARKET . . . 81

DEPARTMENTS

AT DEADLINE	9	THE MEDIA	44
BROADCAST ADVERTISING	30	MONDAY MEMO	18
CHANGING HANDS	54	OPEN MIKE	20
CLOSED CIRCUIT	5	OUR RESPECTS	101
COLORCASTING	75	PROGRAMMING	69
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	102		
FANFARE	84		
FATES & FORTUNES	85		
FOR THE RECORD	90		
GOVERNMENT	58		
INTERNATIONAL	81		
LEAD STORY	27		



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