

One-horse derby at NAB

Two drop out of contention for joint-board chairmanship, leaving only Cobb in the running

The race for joint-board chairmanship of the National Association of Broadcasters turned into a one-man jaunt—at least temporarily—last week, when two of the contenders dropped out.

Dwight Martin, WDSU-TV New Orleans, and Rex Howell, XYZ Television Inc., Grand Junction, Colo., announced their withdrawal after receiving a ruling by the Broadcast Music Inc. counsel that possible conflict of interest would develop if either man was elected NAB chairman and continued to retain his seat on the BMI board.

That left Grover Cobb, KVOB Great Bend, Kan., radio board chairman, and the only announced candidate, as the sole contender. Joseph Baudino, Westinghouse Broadcasting Co., Washington, chairman of the selection committee, said, however, that nominations would be kept open until the committee's June 23 meeting. He said "several other names" had been discussed by the committee at its earlier meetings and presumably they would be reconsidered.

The committee, at its April 28 meeting in Chicago, could not decide on one candidate and the meeting broke up with divided support for Messrs. Cobb, Howell and Martin (BROADCASTING, May 1).

Members of the committee at that time said they expected at the June 23 meeting to go over the names again and probably recommend "at least those three and maybe more" to the 44-member board at its June 26-30 meeting in Williamsburg, Va.

If that were the case, one board member said last week, "we could possibly go a dozen ballots before picking a chairman." It takes three-fourths of the board to elect a chairman.

End its Life ■ Another item brought up at that committee meeting was a suggestion that the committee dissolve itself. That was dropped on the ground that the committee was created by the NAB board and the board was the only body that could take it out of existence. The board may be asked to do just that at next month's meeting.

The selection committee was originally created following the January 1966 meeting when the board established a fulltime chairman's job that would pay \$50,000 a year. The first paid chairman

was John F. Dille Jr., who took over the reins in mid-1966.

However, by the January 1967 meeting he suggested—and the board unhesitatingly adopted—a new concept that would eliminate a paid full-time chairman and make the post a part-time one calling for payment of expenses only. Under the present concept, to which Mr. Dille was elected to a second term last year, the chairman need spend only about one-fourth of his time at the Washington headquarters.

Lesser Role ■ At the same time that the chairman's role was diminished, the board—again on Mr. Dille's recommendation—strengthened the hand of the executive committee so that it could make board decisions and set NAB policy between the semiannual board meetings. The committee was also enlarged from five men (joint board chairman, and chairman and vice chairman of both the radio and TV boards) to seven men (adding the NAB president and the immediate past joint-board chairman).

Since the function of the selection committee was to pick a man—whether a board member or not—to fill the \$50,000 seat, and since that post no longer exists, the question has been raised of whether there is still a need for the selection committee.

The radio board race for chairman also got a bit clearer last week with the announcement of George W. (Bud) Armstrong, Storz Stations, Omaha, that he was withdrawing because of

TVB: summer viewing up

Television Bureau of Advertising issued a special report last week indicating that the summer season, regarded as a slack period for TV, is perking up in terms of both viewership and sponsorship activity. The report showed that TV national advertising investment in June, July and August of 1966 increased by more than 60 million in 1966 over 1965, while viewership jumped by more than 11.2% to an average 4 hours and 37 minutes a day in 1966 over 1959.

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