

WEEKLY **Television Digest**

NOVEMBER 27, 1961

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NEW SERIES VOL. 1, No. 11

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NOV 27 1961

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The authoritative service for executives in all branches of the television arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

NBC'S SARNOFF—ON INDUSTRY & GOVT.—sees agreement on objectives, believes public is being led upward gradually via free enterprise system (p. 1).

TORONTO PAY-TV EXTENSION PLANNED for 1,000 householders in section adjoining wired-up suburb Etobicoke. Telemeter reports 250 already are signed up (p. 2).

CATV HOT AFTER ETV, STATION RELATIONS, NCTA Pres. Dalton reports, summing up developments since he has headed cable operators' organization (p. 2).

STORZ SOCKED IN FORFEITURE CASE, FCC serving notice of \$10,000 liability by radio KOMA Oklahoma City for "willfully or repeatedly" violating rules (p. 3).

TV FILM CASE REACHES SUPREME COURT, Justice Dept. asking for review of District Court ban on distributors' block-booking on grounds it isn't tough enough (p. 3).

GRAND JURY STUDIES MCA DEALS in long-rumored Justice Dept.

probe of TV talent-&-production operations of big company to see if anti-trust laws were violated (p. 3).

Consumer Electronics

1961 TV SALES of less than 6 million seen on basis of 10-month figures showing distributor sales less than 1% ahead of last year. Final total estimated at between 5.8 & 5.9 million vs. last year's 5.7 million (p. 7).

FM-STEREO SHOWCASE, Friendly Frost's 24-hour WTFM in N.Y. area, begins programming with all-out campaign for broadcaster-trade cooperation. Station starts with 12 set makers as sponsors (p. 8).

UHF MARKET SLOW & steady, no lift seen in near future from N.Y. market. All-channel set sales for 1961 lower than 1960, but channel strip purchases reported 20% higher, largely as result of new uhf ABC affiliate in Louisville. Report on N.Y. test (p. 8).

RETAIL PATTERNS, charted by Audits & Surveys Co., show TV-radio-phono business is gradually shifting away from appliance stores to wide variety of other types of retail outlets (p. 11).

NBC'S SARNOFF—ON INDUSTRY & GOVT.: It's intriguing to tap the thinking of network leadership at this time, shortly before FCC's massive windup hearing on network programming processes, which begins Jan. 9. Last week, we interviewed NBC Chmn. Robert W. Sarnoff. Highlights of his philosophy:

"I don't think there's any disagreement, within the industry or government, on our objectives. We all want to offer the public more informational programs, more actualities, more children's programs, and so on.

"The question is the means. Some people are impatient. They want more programs for minority groups—now. But, should we do it more slowly via the free enterprise system? Or attempt to force it through government order?

"There's been a tremendous improvement in programming as against, say, 4 or 5 years ago. The audience is much more knowledgeable. The information programs are drawing very large audiences. Not as large as entertainment shows, of course, but large nonetheless.

"Sure, a lot of things can be improved, but it has got to be done with our free system. One thing that bothers me is that we don't get enough credit for the pioneering we do. Look at TV itself. People talk of the profits made by stations—but think of the huge losses they suffered in their pioneering days! I think that networks, particularly, have a responsibility to pioneer. Look at color. We bear the costs of 'colorizing' programs. Look at the recent New York elections. We were willing to spend money on the best news-gathering organization in the business. I don't think there's enough official recognition of the pioneering we do.

"A rule of reason should guide the government in judging the industry. I think FCC has the responsibility of looking at the industry's performance on an over-all basis. One year we may have too many quizzes; another, we may have too many Westerns, and so on. But on an over-all basis, over a period of years,