

WEEK'S HEADLINERS



Mr. Taylor

Sherril W. Taylor, VP for radio, National Association of Broadcasters, since 1964, named VP, affiliate relations of CBS Radio division, effective Oct. 2 (CLOSED CIRCUIT, Sept. 18). Mr. Taylor was introduced to affiliates at annual CBS Radio Affiliates Association convention in New York last week (see page 54). Mr. Taylor was with CBS from 1951 to 1956. He joined CBS in 1951 as director of sales promotion and advertising for Columbia Pacific Network and KNX Los Angeles. Later he was with CBS Radio Sales in New York and with CBS Radio network. He then moved to Radio Advertising Bureau in New York as VP

and director of promotion and sales administration. In 1958 he became radio-TV group head at J. Walter Thompson Co. in Chicago, leaving agency in 1961 to become independent producer-packager of radio-TV programs in association with Burr Tillstrom and Jory Nodland.



Mr. Buchsbaum

Sanford Buchsbaum, advertising VP, Revlon Inc., New York, named chairman of Television Advertising Committee, Association of National Advertisers. He succeeds **Alfred L. Plant**, advertising VP, Block Drug Co., Jersey City, N. J., who remains committee member (CLOSED CIRCUIT, Sept. 18).

For further personnel changes of the week see **FATES & FORTUNES**

ranged for next week is communications panel probe of FCC's pay-TV plans.

Also announced Friday (Sept. 22) was resumption of TV-set X-ray hearing by public health subcommittee under John Jarman (D-Okla.), set for Thursday (Sept. 28). Only witnesses thus far scheduled are from General Electric Co.

Communications Subcommittee investigation is scheduled to begin day after FCC hears oral arguments on pay-TV proposals—Oct. 4.

Cox buys second TV production house

Cox Broadcasting Corp. expanded its role in TV production Friday (Sept. 22) with acquisition, for about \$2-million, of Bing Crosby Productions Inc. Cox will take over control of BCP for 36,500 shares of CBC stock, which closed at 55¼ on Friday. Bing Crosby is chairman and principal stockholder of BCP.

Move is Cox's second in production field within year. Last December it acquired Walter Schwimmer Inc. for \$2.75 million plus annual payments over five years (BROADCASTING, Dec. 19, 1966).

J. Leonard Reinsch, CBC president, said BCP would operate as Cox subsidiary and Basil Grillo, BCP president, and other top executives would stay on.

NABET strikes ABC after talks fold

Nationwide strike against ABC was called at 5:15 p.m. EDT Friday (Sept. 22) by National Association of Broadcast Employees and Technicians after union broke off negotiations with both ABC and NBC earlier that afternoon.

Union sources would give no reason for striking ABC initially but it was believed one factor was that network's scheduled coverage of four regional collegiate football games on Saturday (Sept. 23). NBC was set to telecast American Football League doubleheader Sunday (Sept. 24).

ABC continued its TV-radio operations with supervisory and other non-union personnel replacing NABET strikers.

Strike began at ABC after both networks and NABET had been holding session in New York since last Thursday. Mediation began following rejection by union's rank-and-file of "final" offers made by ABC and NBC (see page 67).

No Shifting ■ NABET statement said negotiations were broken off and strike at ABC called after both networks said they would continue negotiating only if items in offers they made "could be shifted around" without adding to cost of package.

ABC issued statement after strike started, saying that economic package it offered was identical to NBC's and

that NABET presented six conditions to networks which both NBC and ABC said could not be met.

Among conditions laid down by NABET, it was learned, were insistence on four-day week; \$275 minimum weekly base for experienced technicians (networks had offered \$252 after three years); contract for two-and-one-half years instead of three years, and upgrading of certain engineering classifications.

CBS, NBC, ABC in 30-market Niensens

CBS-TV led 30-market Nielsen report out Friday (Sept. 22). Nighttime (7:30-11) averages for week ended Sept. 17—first full week in which all networks programed new-season fare—were CBS—19.8; NBC—18.4; ABC—16.2.

Movies brought in big numbers for networks, two-partner "The Great Escape" on CBS (Sept. 14-15) being two highest rated programs, followed by "What a Way to Go!" on NBC (Sept. 16). Also in top 10: "Fun in Acapulco" on NBC (Sept. 12). New shows in top 20: CBS's *Carol Burnett Show*, ABC's *Flying Nun*, NBC's *Jerry Lewis Show* and *Kraft Music Hall*.

Top 20 in ranking: CBS Friday night movie, CBS Thursday movie, NBC Saturday movie, ABC's *Bewitched*, NBC's *Bonanza*, NBC Tuesday movie, CBS's *Burnett*, ABC's *Nun*, NBC's *Lewis*, CBS's *Gomer Pyle*, CBS's *Family Affair*, CBS's *Mission: Impossible*, ABC's Wednesday movie ("Who's Been Sleeping in My Bed?"), NBC's *Dean Martin Show*, CBS's *Jackie Gleason Show*, CBS's *Smothers Brothers*, NBC's *Music Hall*, ABC's *FBI* and CBS's *Andy Griffith Show*.

Bates backs TVB's new SOS spot buying plan

Television Bureau of Advertising's new "SOS" system for spot TV buying (see page 31) seemed to be off to promising start Friday (Sept. 22) when indication of strong support was given by official of Ted Bates & Co., biggest spot agency.

Sewall (Bud) Sawyer, Bates vice president and media director, attended TVB news conference announcing plan. He sketched dimensions of paper jungle currently surrounding spot buying and pointed out ways SOS would speed and ease spot-buying processes. Afterward, in response to queries, he said he thought there would be "no question" about Bates wanting to be in on SOS from beginning.