

# EDITORIAL BY COMMITTEE?

## NAB Dallas meeting hears that several heads may be better than one in preparing editorials

Southwest broadcasters were urged last week to consider breaking away from the personal journalism traditionally associated with newspaper editorials and experiment with a committee system to determine editorial viewpoints.

Newspaper-owned stations need not necessarily reflect the positions of their "parents," but ought to establish their own stands on issues, some of which may conflict with the parent newspaper point of view, members attending the NAB fall conference in Dallas were told Friday (Nov. 9).

The speaker was John F. Dille Jr., president of the Communicana Group Stations (WSJV-TV, WTRC-AM-FM both South Bend-Elkhart, and WKJG-AM-TV Ft. Wayne, all Indiana) and Truth Publishing Co., of Indiana. The combination newspaperman-licensee, a member of the NAB editorializing committee, was a participant on a newspaper editorializing panel.

**Favors Differences** ■ "I think shades of difference or diametric difference are all right," Mr. Dille said. He asked whether an editorial couldn't represent many voices, a consensus of the board of directors, staff or even of members of the community.

In another discussion of editorials, NAB President LeRoy Collins told the conference at a Friday luncheon that the association would publish early next year a revised edition of its booklet on editorializing which would contain an "expanded set of broad guidelines to help the growing number of broadcasters who speak their convictions on important issues."

Gov. Collins also revealed that NAB would sponsor a local programming seminar which would include the fields of news gathering, reporting and interpretation during the annual state presidents conference in Washington next February.

**On Nixon** ■ Asked at a news conference to comment on former Vice President Richard M. Nixon's remarks concerning press responsibility, Gov

Collins said he thought some of the Californian's statements were a great compliment to broadcasters but that his comments about a biased press were, while understandable, not excusable (see story, page 56).

Formal presentations at the Dallas meeting were similar to those made at earlier fall conferences in Atlanta, New York and Chicago. The next conference is scheduled at the Muehlbach in Kansas City Nov 12, 13.

## Next-door property purchased by NAB

The search for a new headquarters for NAB ended last week.

The association announced purchase of the property next door to its present building in Washington, D. C. (CLOSED CIRCUIT, Oct. 22). The announcement was made by Clair R. McCollough,

board chairman, and LeRoy Collins, NAB president.

The price for the property (6,900 square feet) at the corner of 18th & N Sts., northwest Washington, was not announced. It is understood to be about \$425,000.

The deed, filed with the District of Columbia Recorder of Deeds on Nov. 6, carries D. C. recordization stamps in the value of \$2,125. This is supposed to represent 0.5% of the purchase price.

The property, now used as a parking lot, was bought from the National Presbyterian Church, located across N Street from the present NAB headquarters building. The church bought the land in 1953.

There are no specific building plans and no date has been set for beginning construction. There has been some thought given to construction of a single new building covering both the present and the newly purchased land. This would require razing the present headquarters, at 1771 N St.

NAB moved into its present building (a converted private town house) in 1946, buying the land and building from the Canadian Military Mission. The land is over 7,000 square feet.

## Radio's best listeners have high incomes

### PULSE SURVEY EXAMINES ABOVE-\$7,500-FAMILY AUDIENCE

A study of the U. S. radio audience released last week indicates that relatively high income families make up the largest segment of "heavy" radio listeners.

"Dimension '62," prepared by The Pulse Inc., New York, for four national radio representative firms "as a contribution to the industry," represents 2,000 in-house interviews conducted March 20-31, 1962. It characterizes the audience by age, income, sex, education, place of listening (at home, in car, etc.) and provides an hour-by-hour breakdown of who's listening from 6 a.m. to midnight.

A few highlights:

■ Of the 54,662,000 households in the U. S. (reported by the U. S. Bureau of the Census), 49,844,000 are radio homes.

■ Of these radio homes, 14,081,000 (28.3%) fall into the \$7,500 or above average annual income group.

■ These high income radio families make up 35.4% (4,411,000) of those families which do the "heavy listening." (Pulse defines "heavy listening" as 11.8 hours total per family per week-day).

■ High income families also make up 30.8% (3,838,000) of those homes characterized as "light listeners" (averaging 1.3 hours of total listening per week-day).

■ The unduplicated radio audience consists of 38,455,000 radio homes (77.2%) on an average week day.

■ The average total number of hours listened per family per weekday is 4: 54% at fixed, in-home sets (2.2 hours); 25% at movable in-home sets (1 hour); 13% at auto sets (0.5 hours) (these are March figures—out-of-home listening would presumably be greater during the summer); 8% at other places (undefined) (0.3 hours).

## Peak years for radio just ahead—Sweeney

Kevin B. Sweeney, Radio Advertising Bureau president, claims radio's growth in the late 60's and early 70's will be based on its "ability to capture virtually all adults for an average of nearly two hours a day through its simple availability." He told the San Diego Advertising Club last Wednesday (Nov. 7) that radio is "probably two or three years from its greatest growth as an advertising medium."

Comparing the outlook for radio with that of other media, the RAB executive suggested that newspapers will have "the most serious growth problem from 1965 on, because there is apparently no solution to the economics of their dis-

### KNBC to L.A.

KRCA (TV) Los Angeles became KNBC yesterday (Nov. 11), second change in call letters for NBC-owned station, which started on the air as KNBH. Network's radio station in San Francisco concurrently changes its call from KNBC to KNBR.