NAB's Log Given Approval by FCC
Adjudged to Be in Keeping With Commission Rules

PROGRAM LOG recommendations of the NAB Accounting Committee, to new rules promulgated by the FCC last August, were held to be "in keeping with commission requirements" by the FCC in an announcement May 8.

Without passing on the details, the Commission said: "After the Accounting Department had consulted with the NAB Accounting Committee, it was determined that the provisions of the new rules, particularly Rule 3.80(a), many stations had expressed some guidance.

The Accounting Committee, now headed by C. T. Lucy, WRVA, Richmond, but formerly under the chairman-ship of Harry C. Wilder, WSYR, Syracuse, held a series of meetings last year and this year in efforts to meet the new FCC log. The log recommended specifies minimum requirements to comply with which the FCC does not offer to stations as a standard form. It is realized, the Accounting Committee noted, that requirements of stations will necessitate expansion of the log to satisfy individual needs.

How to Make Entries

The FCC rules require that station shall hold, and operating logs with entries showing much detailed information. These include entries of the time each station identification announcement is made; entry describing each programcast such as "music," "drama," "speech," together with the name or the sponsors with the time of the beginning and end of the complete program. If a mechanical record is used the entry must show the exact nature, such as "records" or "transcriptions," and the time it is announced as a mechanical record. If a speech is made by a politician the station's name and political affiliation shall be entered. Also required is an entry showing the broadcasting system of the program broadcast has been announced as sponsored, paid for or furnished by a station, and there are no logs of standard stations shall be retained by the licensee for two years, except when required to be retained for a longer period in accordance with other FCC rules.

Copies of standard logs will be distributed by the NAB, along with detailed instructions.

BMM Names Gutman

ARTHUR H. GUTMAN, director of arrangements and copyrights for the New York Local (802) of the American Federation of Musicians since 1935, has been appointed director of arrangements and copyrights for the Broadcast Music Inc. Mr. Gutman had been four years with Crawford Music Co. and Killian Music Co., and where arranged many of the Berlin hits. He is also recognized as a composer whose works have been performed by symphony orchestras in Philadephia, Pittsburgh, Boston, Hartford and Albany.

RESEARCH & APPLESACE
By William Rogow

Vesco-Philips, New York

THE CENSUS days are here again, but surveys we have always points, have their blind spots and their weaknesses, bearing out diagnoses frequently made in the trade. What provided the author is the evidence of elocutionist contention that the anomaly of two New York surveys were directly opposite results. Station A practically all the listeners between 7 and 9 a.m., according to one survey. Then a few weeks later, with the program situation scarcely changed, the author says the same survey organization proved that Station B had prac- tically all the listeners between 7:15 and 9 a.m. And that is where Mr. Rogow comes in.

The growing appreciation of the absolute necessity for more and better statistics proving or disproving the theory of radio is well recognized. But what seems to be too freely glossed over is the manner in which carelessly-arrived at statistics (whether correct or not all) are used to prove something which "ain't"!

The activities of the sales promotion department of a radio station should be devoted to presenting the company's products in the facilities of the station with sound reasons why they should buy. There is no "divine right of broadcasting" which gives a station the right to distort the truth any more than any other business advertises its wares, yet the bulk of the claims made in the radio station promotion pieces which daily cross my desk show no admirable intent of mislead the buyer by studied omission of vital information. Obviously one to continue in the field is a full understanding of the statistics on which their claims are based.

Nothing but the... But of even greater concern to the radio industry are the methods used by the research organizations active in this field which are engaged by the radio stations to dig out the facts. The very words "research," "survey" and "statistics" are practically synonymous with "the truth, the whole truth, and nothing but the truth." And that's why the time has arrived to ask a few questions. I have before me two pieces of radio station promotion matter, employing the findings of two different surveys—made by the same research organization, slightly more than two months apart—for two radio programs which play at stations in the New York area.

The first is from Station A. Their studies were made in November, 1939, to determine the programs then a survey by the other method should never have been made! That one of the two methods employed because the other is no valid excuse for making the cheaper one if it's not going to be accepted. The other is that undertaking a survey for the purpose of submitting figures to its contention that radio stations are doing their part to satisfy buyers of its facilities to spend large sums of money, their use is a misrepresentation as well as a misleading. These figures do not reflect the true state of affairs.

If any station is financially un- able to support the cost of the right kind of a survey, then it shouldn't be trying to prove to the public that it's doing the wrong kind of survey! It's high time that our industry reach the point where it will adopt the method that will yield the greatest degree of accuracy and adopt it as a standard until an improved method is found. I don't think it would do any harm for radio to bend over and cock an eye at the running research currently being conducted by the ANPA in the newspaper field.

The sins that have been committed in the name of radio research from the CAB ratings down to cheaper surveys millions of dollars. Don't you think it's time to call a halt?

Jergens Summer Plans

ANDREW JERGENS Co., Cincinnati, Ohio (the co.), will con- feature Gale Page, reigning and Miss America, with actress, with Jim Ameche, in a summer series of Woodbury's Holly- wood Plays, beginning July 21, a. at a, Boyer, star of the current show, goes on vacation. Summer series starts July 1, "Red-Headed Women," Wed., 8-8:30 p.m. (EDST) with West Coast repeat, 7-7:30 p.m. (PST). Jay Clark will con- tinue to produce for Lennen & Mitchell, agency servicing the account, and Bob Moss remains as network director on the show, with Lew Crosby announcer. Miss Page has been with the company for the last year when he went to France. It is understood that Boyer may do a serial when he returns to his network. The form is an actual secret that he doesn't like the present policy of a different story and characters each week. Boyer would prefer a program in which he could develop a partial characterization. Several serials are said to be under consideration, with Dr. Hudson's Secret Journal, by Lloyd C. Douglas, favored.

BMI Campus Approval

BROADCAST MUSIC Inc., industry project to break the ASCAP monopoly in music, is looked upon by some of the College Broadcasters Assn., representing leading schools of higher learning, as a haven for young song writers and lyricists. Data on BMI's plans were indicated at the annual meeting of the organization in Des Moines April 27. The college board is not satisfied with BMI, spokesmen for the group advocated support of the efforts of the ASCAP to guard against inroads of ASCAP "propaganda" on the campus. Some were critical that the college session. Miss Judith Waller of NBC and Ed Kirby, NAB public relations director were guests at the convention.