

At Deadline...

WIRE SERVICES BETTER, NEWS GROUP REPORTS

IMPROVEMENT in wire service reports to radio stations noted in report Friday at opening of three-day annual convention of National Assn. of Radio News Directors at Commodore Hotel, New York (early story page 29). Report, highly critical, made by NARND's Wire Services Committee. Improvement noted since previous survey last March in accuracy of certain types of stories. Writing quality, however, has not changed noticeably, it was found. Other points made by committee:

As in the March report, it was found wire services were guilty of filing old stories as new ones; some editorial slanting noted, due to carelessness or sloppy thinking; news services have failed to expand pronunciation guides or obtain uniformity; they should file more spot news for Sundays and increase amount of regional news.

Committee went into report on each of press associations serving stations—Associated Press, United Press, International News Service and Transradio Press.

Standards Committee presented several recommendations to management. They were: Experienced radio newsmen on duty while station is on air; news director to be responsible only to station manager; news director on duty to have sole authority to accept or reject news; commercials should be clearly separated from news content.

Standards Committee reported legislation to protect radio newsmen in gathering news enacted in Alabama, Arkansas, Indiana and Maryland. Television Committee report, made by Chairman Jim Lawrence, KSD-TV St. Louis, but delivered by Sid Pietzsch, WFAA Dallas, based on a survey of 60 television stations news operations. Mr. Lawrence said video's news position comparable to that of standard radio decade ago.

NAB President Justin Miller attacked FCC efforts to judge whether or not stations news presentations are fair or unfair. He charged many FCC policies come out of its Legal Dept., which he said is concerned with working out sociological ideas not consistent with beliefs of country.

Erwin D. Canham, editor of *Christian Science Monitor* and ABC commentator, said public distrust in radio and newspaper reports has reached alarming proportions. He suggested efforts by newsmen to drive home significant rather than sensational aspects could help overcome such distrust.

U. S. TOBACCO PLANS TV ANNOUNCEMENT DRIVE

U. S. TOBACCO preparing television spot announcement campaign to start in mid-November in all video cities. Spots are 20 seconds long and will feature William Gargan as Martin Kane and Walter Kinsella as "Happy," proprietor of tobacco shop.

TV spot schedule is in addition to firm's television show, Martin Kane's *Private Eye* on NBC-TV, Thurs., 10-10:30 p.m. and radio version of same show on MBS, Sun., 4:30-5 p.m. Spots will promote Old Briar, Model, Dill's Best and Tweed tobaccos. Kudner, New York, is agency.

'VOICE' ENTRIES DOUBLE

ENTRIES in Voice of Democracy contest conducted by NAB, Radio Mfrs. Assn. and Junior Chamber of Commerce will reach half-million mark, NAB said Friday, double number in 1948. Local elimination contests being held by junior chambers prior to statewide competitions.

TV IS SEPARATE MEDIUM, MD. APPEALS COURT RULES

BROADCAST privileges do not embrace telecast rights since television is completely distinct medium, Maryland Court of Appeals held Friday in unprecedented ruling. Decision reversed Baltimore circuit court which had held TV part of broadcasting medium.

Appeal stemmed from circuit ruling by Judge E. Paul Mason that contract between city's Century Athletic Club and arena owner included video and radio rights to boxing matches [BROADCASTING, Feb. 28].

Contract signed in 1943 did not contemplate television, then "commercially unknown," realty firm said in refusing bid, which then went to circuit court.

Unanimous decision by Judge Charles Markell said "unambiguous words" of contract covered only radio rights, and conceded it is first court ruling which defines TV as separate medium.

OHIO GROUP SEEKS PLAN TO TRAIN SALESMEN

RESOLUTIONS adopted Friday, last of two-day sales sessions of Ohio Assn. of Broadcasters in Cleveland (see page 32), highlighted plans to improve salesmanship and advertising know-how. Among them were: Establish educational committee to work with Ohio State U. to develop improved training methods for radio salesmen; establish internships for radio personnel, and study possibility of research project by OSU on advertising media.

Group also urged high school committee and similar groups to permit reporting of sports events by radio without assessing rights cost. Speakers Friday included Beth Black, Joseph Katz account executive; Dr. Kenneth Dameron, Ohio State U.; Joseph Brechner, WGAY Silver Spring, Md., and Frank Headley, president Headley-Reed. Miss Black stressed need for adequate station information; Dr. Dameron underlined importance of sales training, and Mr. Headley criticized rate cutting and P. I. business.

REV. MORRIS DROPS SUIT

ORDER entered in U. S. Federal Court, Louisville, to dismiss without prejudice suit against CBS and Schenley Distilleries by Johnson & Johnson, Louisville law firm, on behalf of Rev. Sam Morris, temperance speaker. Attorneys said CBS and following stations "have agreed to sell choice radio time . . . for broadcasts by Rev. Sam Morris . . .": WBBM Chicago, KMOX St. Louis, KRLD Dallas, and WWVA Wheeling. They also revealed plans to buy time on additional outlets.

RADIO VICTORIES

RADIO won partisan and bi-partisan—and in one case seemingly mutually exclusive—victories in last week's elections.

In Binghamton, N. Y., WINR President Donald W. Kramer was elected mayor in Democratic landslide, while WINR News Editor George J. O'Connor was named councilman on Republican ticket. In Altoona, Pa., WRTA President Roy F. Thompson won six-year term as school director for Altoona School District by 17, 227-to-2,880 vote—running as nominee of both Democrats and Republicans.

Closed Circuit

(Continued from page 4)

explain what makes a Ford tick. Dr. Marshall's own sustaining program, *The Nature of Things*, to continue on network. J. Walter Thompson Co., New York, Ford agency.

OPEN season appears to be underway on radio as political football. On heels of hard-hitting *Fortune* article (November issue) laying television troubles at doorstep of FCC, it's learned that preliminary leg work now is underway looking toward article dealing with delays by FCC in handling of pending cases. Whether it will appear as magazine article or as political speech isn't yet known.

SOME FCC authorities are toying with possibilities of cutting monochrome TV channel width from 6 to 4 mc, if 6 mc bandwidth is formally fixed for color. They're appraising idea to see how much spectrum space might be gained—and whether it would be worth it.

FOOTE, CONE & BELDING, New York, has recommended spot radio campaign to its client John H. Dulany (Dulany frozen foods), Fruitland, Md.

WHITEHALL PHARMACAL Co., which appointed Duane Jones Co., New York, to handle advertising for Kriptin, anti-histamine cold tablet, probably will use spot radio.

WILLIAM H. WEINTRAUB Co., New York, to draw up spot announcement campaign for Adam Hats, to start Dec. 5 in 40 markets.

WOOLWORTH ENTERS TV; FORD DEALERS ON WJZ-TV

F. W. WOOLWORTH Co., New York, in first intensive use of video, to participate in second quarter-hour of WJZ-TV New York Friday evening telecasts of *Holiday Hints*, 8-8:30 p.m. Agency is Lynn-Baker, New York, contract effective Nov. 11.

Ford Dealers and Frost Refrigeration Store, both New York, signed for participation in Wednesday, 7:45-8 p.m. *Holiday Hints*. J. Walter Thompson is Ford agency for contract, effective Nov. 23. Frost agency is Getchall & Richard, New York, contract starting Nov. 16.

TWO TV AFFILIATIONS

KOTV (TV) Tulsa affiliating with ABC-TV Nov. 15. Station also affiliated with CBS-TV and DuMont. ABC-TV affiliates now number 42, 39 of which are on air. WHBF-TV Rock Island, Ill., signed Friday by DuMont TV Network as 50th affiliate. CBS-TV and ABC-TV late Friday also announced affiliations with station.

SESAC INFRINGEMENT SUIT

SESAC Inc., New York, charges infringement of six numbers in suit filed in U. S. District Court, Southern Ohio District, against WCKY Cincinnati. Bill asks \$250 damages for each alleged infringement as well as injunction and costs. Paxton & Seagoon are SESAC counsel in case.

AFRA STRIKE IN KENOSHA

WLIP Kenosha, Wis., forced off air late last week by AFRA strike which began Nov. 1, according to AFRA national headquarters. Station was off air only one hour first day of strike but had to close down because loss of sponsors resulted, AFRA said. AFRA claims strike sets a precedent because it's first time it has ever struck for recognition.