

BOOST IN DAYTIME RATES CONSIDERED BY CBS RADIO

President Adrian Murphy tells affiliates committee network is studying daytime question. He assures committee that no rate reductions are contemplated for either day or evening time. Steps taken to complete creation of completely independent organization of affiliates.

A RAISE in daytime radio network rates will be considered by CBS Radio, President Adrian Murphy told members of the CBS Radio Affiliates Committee last Thursday, at the same time reassuring them that no rate reductions are contemplated for either day or evening time [B•T, March 30].

Mr. Murphy's statement was in answer to the committee's request for reassurance as to nighttime rates and its proposal that daytime charges be boosted.

He gave no final answer on the daytime rates question, but committeemen appeared satisfied with his promise that the question of an increase would be considered. They did not specify how much increase they thought should be made. His assurance that no changes in the network's nighttime cost structure are contemplated was reiteration of his widely hailed statement on the subject several weeks ago, when the only qualifying clause was "unless the sales situation changes because of competitive moves or other major factors."

Before the session ended late Thursday afternoon, the committee voted to recommend to all CBS Radio affiliates the continuation of last Aug. 25's rate agreement, under which evening charges were cut, daytime charges were raised, and the network promised to make no rate cuts for at least a year. The committee's recommended continuation of that rate plan was tied to the understanding that CBS Radio will launch immediately a study of the possibility of raising daytime rates.

Meeting Harmonious

The meeting with the affiliates group—unlike those sessions of last summer when CBS Radio was considering and finally took the lead both in cutting nighttime charges and in raising daytime rates—appeared highly harmonious. "We still have problems," one affiliate observed, "but we're much happier than we were a year ago."

The affiliates committee—which meanwhile took steps toward finalizing the establishment of a completely independent organization of affiliates [B•T, May 4]—went on record with a resolution emphasizing approval of CBS' separation of radio and TV operations, and praising President Murphy's "aggressive leadership" of CBS Radio and the activities of the network's sales and program departments "for their selling and maintaining leadership."

Headed by Kenyon Brown of KWFT Wichita Falls, Tex., the eight committee members attending the session voiced agreement that CBS Radio is in a "sound position of leadership" and has "achieved a stability which we have every confidence will continue."

President Murphy, too, appeared impressed by the harmony of the sessions.

Final details of the plan to set up a new radio affiliates committee—completely independent and charged with carrying on the functions of the old network-sponsored Columbia Affiliates Advisory Board and of the autonomous Affiliates Business Standards Committee, which was formed when the threat of a net-

work rate cut arose a year ago—were worked out at a meeting of the committeemen Wednesday night.

Mr. Brown, named chairman of the committee to work out details as a result of a meeting during the NARTB convention in Los Angeles last month, said he would send out to all CBS Radio affiliates this week a copy of the proposed by-laws of the new group.

He and other committee members predicted that the new organization would be established and operating within 30 to 45 days.

Subject to the affiliates' approval, the plans call for a committee of 12 members, nine of them to be selected from nine districts geographically similar to those used under the old CAAB plan and the remaining three to be designated by the nine district representatives. The three members-at-large will be elected for one-year terms. Terms of the nine others will be for three years each, except that in the first election, in order to establish a system of staggered terms, some of the nine will be elected for one year, some for two years, some for three years.

A dues structure has been worked out, also subject to general approval by the affiliates, whereby all CBS Radio stations will contribute toward expenses of the committee.

The elections, Mr. Brown said, will be held immediately upon approval of the by-laws by affiliates generally.

Mr. Murphy volunteered his approval of the plan for a single, independent committee representing affiliates, terming it "more efficient" that having several groups to negotiate with and paying tribute also to past cooperation from affiliates. This cooperation, he said, is "a major factor in reaching our present solid situation."

The committee also approved a resolution commending Louis Hausman, administrative vice president of CBS Radio, for past services and wishing him well in his new post as vice president of CBS-Columbia Inc., a CBS subsidiary. Mr. Hausman assumed his new duties last Friday [B•T, May 18].

Members of the committee on hand for the sessions were Chairman Brown; Victor A. Sholis, WHAS Louisville; John F. Patt of the Goodwill Stations; I. R. Lounsbury, WGR Buffalo, former CAAB chairman; Ray Herndon, KTRH Houston; Hulbert Taft Jr., WKRC Cincinnati; Saul Haas, KIRO Seattle, and Lee Wailes, Storer Broadcasting Co. (substituting for George B. Storer). Members unable to attend were John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids, and William B. Quarton, WMT Cedar Rapids.

Cleaver Named by NBC

APPOINTMENT of Frank Cleaver, motion picture producer, story editor and administrator, as television program director of NBC's West Coast programs was announced Wednesday by Charles C. Barry, vice president in charge of network programs for NBC.

TREND IN AM TO DOCUMENTARY

RADIO'S unique flexibility makes it the most effective of all media for telling a documentary story.

This observation was voiced last week by Stuart Novins, CBS Radio director of public affairs, in an interview with B•T on the network's expanded programming in the documentary field. Since March, CBS Radio has presented two hour-long broadcasts, "Bomb Target, U. S. A.," and "The Green Border"; has scheduled "Class of '53" for May 29 and is in the process of formulating plans that will result in a documentary about once a month for the remainder of the year.

"More than ever before crucial issues in the world must be spotlighted," Mr. Novins asserted, "and I feel radio is the medium to do the job. What other medium is geared to move in on a story quickly, with a minimum of equipment and personnel, no fuss and bother, and get people to talk? We can bring the story of world-significant issues, as we did in 'The Green Border,' in the actual words of the people affected—in this case, refugees."

Future plans include a documentary centering around the "general area of crime," Mr. Novins disclosed, plus another tentatively titled "38th Parallel," which will examine the effects of the Korean conflict on U. S. citizens, big and small, from all parts of the country.

KIDO-TV, KCMC-TV Bring CBS-TV Affiliates to 115

SIGNING of CBS-TV's 114th and 115th affiliates—KIDO-TV Boise, Idaho, and KCMC-TV Texarkana, Tex.—was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations.

KIDO-TV, on Ch. 7 and owned by KIDO Inc. with Walter E. Wagstaff as general manager, joins CBS-TV effective June 14 as a supplementary, non-interconnected affiliate. KCMC-TV, on Ch. 6 and owned by KCMC Inc. with Frank Myers as general manager, becomes a primary, supplementary, non-interconnected affiliate July 15.

Three Affiliates Join NBC Television Roster

ADDITION of three new television stations as NBC-TV affiliates was announced Wednesday by Harry Bannister, vice president in charge of station relations. New affiliates are:

WCSC-TV Charleston, S. C., which will operate on vhf Ch. 5, starting on or about June 15, owned by WCSC Inc.; KCSJ-TV Pueblo, Colo., vhf Ch. 5, beginning on June 1, owned by Star Broadcasting Co., and WETV (TV) Macon, Ga., uhf Ch. 47, starting on or about Aug. 1, owned by the Macon Television Co.

Cuban Group Acquired

CUBAN syndicate headed by Gaspar Pumarejo, veteran Havana broadcast producer, has acquired RHC Cadena Azul (Blue Network) from the American group headed by Edmund Chester, former director of news and public affairs of CBS Radio, which purchased the network about a year ago, B•T learned last week.