

WSAN, KTUL PULLING OUT OF CBS

CBS Radio lost its second affiliate as a result of its new Program Consolidation Plan last week as WSAN Allentown, Pa., served cancellation notice and signed with NBC Radio.

The CBS network also lost a 25-year member of its family, KTUL Tulsa, but station officials attributed their disaffiliation not to PCP, though they, too, called that "totally unacceptable," but to dissatisfaction with programming generally, including that of other networks.

CBS officials acknowledged that WSAN had cancelled in dissatisfaction over terms of the new programming plan, but said their confidence in general affiliate acceptance was unshaken. They said this and the WJR Detroit cancellation notice last month [NETWORKS, Nov. 24] were the only ones they had received since PCP was announced some seven weeks ago [LEAD STORY, Nov. 3].

The official announcement of the WSAN move from CBS to NBC, issued for release today (Dec. 15) by NBC Station Relations Vice President Harry Bannister, made no reference to PCP. Nor did the accompanying statement by Reuel (Bud) Musselman, general manager and his sister, Mrs. Olivia P. Barnes, co-owner of WSAN.

Mr. Bannister noted that WSAN had been an NBC affiliate for 20 years before moving to CBS two years ago. In this light, Mr. Musselman said "we feel we are returning home and as comfortable as if we had never been away." Matthew J. Culligan, NBC executive vice president in charge of the radio network, cited the recent signing of Todd Storz' KOMA Oklahoma City and also the addition of KIMA Yakima, Wash., and called the WSAN return "evidence of the continuing parade of top stations to NBC Radio's banner."

WSAN is on 1470 kc with 5 kw and operates around the clock. Confirming KTUL's severance from CBS, station officials said their original notice preceded or approximately coincided with announcement of the network's new program consolidation plan but was not caused by PCP. Disaffiliation, they said, followed many months of trying to find ways to use network programs better. Termination date originally was set at May 1, they reported, but by mutual agreement has now been advanced to Jan. 4.

James C. Leake, president of KTUL and the other John T. Griffin radio-tv interests, noted that KTUL had been affiliated with CBS Radio since the station commenced operations just one month short of 25 years ago. He called the decision to disaffiliate "one of the most painful" the station management had ever had to make.

Having been a part of network radio's growth to a "position of dominance and fantastic influence" through long affiliation, Mr. Leake said, "it is difficult for us to believe that nationwide organizations are incapable of providing the kind of programming that today's listener wants and needs.

However, it is abundantly apparent that radio networks are no longer performing this service."

He said that "we are perfectly willing to accept the responsibility of finding what the public wants and should have, then supplying it to them." He said KTUL had an "admirable record" in programming and in the development of talent, and noted that singer Patti Page was one of the stars who got her start on this station.

If KTUL can find a "national organization" that contributes the sort of programming the station feels is needed, Mr. Leake indicated another affiliation might result. If not, he said, KTUL will go it alone.

While authorities said PCP did not motivate the defection, General Manager James H. Schoonover called this plan "totally unacceptable" and "nothing more than a brokering arrangement."

Under PCP, CBS Radio is trimming its broadcast time, consolidating programming into shorter morning, afternoon and evening blocks and, in lieu of regular compensation, is furnishing hourly newscasts for sale by stations in return for their clearing other periods to be offered for sale by the network. The plan is slated to go into effect Jan. 5.

KTUL is on 1430 kc with 5 kw. Other Griffin stations are KTUL-TV Tulsa and KATV (TV) Little Rock, Ark., both ABC-TV affiliates, and the company also owns 50% of KWTW (TV) Oklahoma City, a CBS-TV outlet.

CBS-TV Figures Out Must-Buy Replacement

The broad outline of CBS-TV's replacement for its must-buy station list was presented to affiliates last Thursday (Dec. 11).

Instead of requiring advertisers to use the stations which now make up the must-buy list, the new plan calls for a minimum-dollar expenditure [CLOSED CIRCUIT, Dec. 1] —but with embellishments. It sets minimum requirements, but they don't necessarily have to be met.

If an advertiser's network purchase doesn't measure up to these minimums, however, he can be bumped after 13 weeks and replaced by an advertiser who wants the time and does meet the basic requirements.

As outlined to affiliates in a closed-circuit call last Thursday, it will work this way, effective March 1:

The must-buy station list will be out. In its place CBS-TV will issue two lists of all its affiliates, one arranged in alphabetical order and the other in order of their rates, with the highest-price station at the top and the lowest at the bottom.

From these lists the advertiser will pick his lineup. But if the lineup's total cost is less than a specified percentage of the total gross hourly rates of all affiliates, or if the lineup omits "important" geographical regions, CBS-TV reserves the right to cancel after 13 weeks—if another advertiser wants

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