

## ANA BLASTS ABC-TV BREAKS PLAN

### Advertiser group joins growing list of rebellious agencies

Assn. of National Advertisers, which is holding its spring convention in Washington starting today (April 17), is loosing blast this morning against ABC-TV's decision to expand station break time from 30 to 40 seconds next fall (see story, page 40).

In letter Friday to ABC-TV and its affiliates and being made public today, ANA joined swelling chorus of advertising agencies, which have protested ABC-TV move and CBS-TV's intention to adopt similar policy if other networks do. Agencies who wrote ABC-TV opposing longer station breaks included McCann-Erickson, Compton Adv., Kenyon & Eckhardt and North Adv. Other agencies conceded privately they sent similar letters but asked to remain unidentified.

ANA's letter said network's move will work to "detriment of broadcasting" and resulting "over-commercialization" will jeopardize public's trust and confidence in advertising. Copies were sent to CBS, NBC and National Assn. of Broadcasters.

Officials at agencies who acknowledged their organizations had objected to plan revealed that there is "divided opinion" on stand taken. Some media executives said networks have been "pressured" by some stations for additional break time, stations citing "network spot carriers" as one development that has reduced their income and insisting that other time be made available to them.

Oliver Treyz, ABC-TV president, sent second telegram to George M. Gribbin, Y&R president, last Friday, giving additional information on reasons ABC-TV decided to lengthen station break time from 30 to 40 seconds next fall. In wire Thursday, he had

justified policy by stating ABC-TV gave sufficient prior notice of its intention to agencies and advertisers. On Friday, Mr. Treyz said additional funds accruing to stations would enable them to provide "improved television service" in public interest.

Dispute became public Thursday when Mr. Gribbin wired ABC-TV, CBS-TV and NBC-TV objecting to network plans to lengthen breaks next fall. Mr. Gribbin acted after CBS-TV revealed it also plans to lengthen station break time if other networks do. NBC-TV has made no move on subject to date.

### Lever gets explanation of evening viewing drop

Broadcast researchers were beginning Friday to reply to Lever Bros.' analysis, revealed earlier (see page 30), which claimed evening tv viewing has declined as much as 6% since 1957-58.

One of principal rebuttals was that Lever (or A. C. Nielsen Co., which prepared analysis) had picked abnormally high viewing season in selecting 1957-58 as base for comparison: that was year time-spent-with-tv hit highest average (because, according to explanations offered at time, widespread Asian flu epidemic increased viewing by keeping more people at home).

Moreover, broadcast sources maintained, Lever study omitted figures on viewing in 1960-61 winter season, which would show evening viewing down no more than 1% from preceding year, which they repeated was more typical than season Lever study used for comparison.

### Europe sees Yuri

Moscow's mammoth celebration Friday (April 14) honoring its cosmonaut hero, Maj. Yuri A. Gagarin, was seen loud and clear in London and in eastern and western Europe cities over crash-programmed tv relay. Direct telecast, via Leningrad and Scandinavian cities to London, had only two fadeouts.

### Where L&M business landed

Liggett & Myers' \$18 million worth of business that left ABC-TV's 1961-62 schedule (BROADCASTING, March 20), now has come to rest, giving advertiser what it asserts is entry in more favorable time periods. Here's full lineup (through McCann-Erickson): alternate

two-thirds of *87th Precinct* (NBC-TV, Mon., 9-10 p.m.), alternate hour of *Checkmate* (CBS-TV, Wed., 8:30-9:30 p.m.), alternate two-thirds of *Dr. Kildare* (NBC-TV, Thurs., 8:30-9:30 p.m.), alternate week of *Twilight Zone* (CBS-TV, Fri., 10-10:30 p.m.) and alternate week of *Gunsmoke* (CBS-TV, Sat., 10-10:30 p.m.).

### RKO said buying control of Griffin media chain

RKO General Inc. was reported Friday (April 14) to have concluded negotiations for over-\$4.5-million purchase of controlling interest in Video Independent Theatres Inc., Oklahoma City, which owns 15 catv systems, 128 theatres and microwave relay system in mid-west and southwest and 12.5% of KWTV (TV) Oklahoma City.

Interest in KWTV (ch. 9) would bring RKO to limit in vhf ownership, since it owns tv stations in New York, Boston, Los Angeles and Memphis. With RKO's contract with NBC to exchange its Boston outlet for network's Philadelphia stations and to buy NBC's Washington outlets, RKO would be over limit, but it's believed RKO will offer to dispose of KWTV interest.

RKO General also has interest, which FCC has questioned, in CKLW-TV Windsor, Ont. (Detroit). Oklahoma City purchase is from estate of late Henry Griffin and others.

### GE to make color sets

General Electric Co. will enter color tv set production this fall. Company said that "mass interest" in color prompted move. First reaction came from pathbreaker in field, RCA, which expressed delight that GE will join "seven other tv manufacturers in sale of color tv sets," and predicted move "will provide further impetus to march of progress" in industry. Earlier, Zenith Radio Corp. said it would market color sets in fall (BROADCASTING, Feb. 27).

### AB-PT salaries

Proxy statement being circulated to American Broadcasting-Paramount Theatres Inc. in advance of annual meeting in New York on May 16 shows following salaries of top officials: Leonard Goldenson, president, \$181,000 (including \$25,000 expense allowance); Oliver E. Treyz, vice president, ABC Division, and tv network president, \$98,000; Simon B. Siegel, financial vice president-treasurer, \$84,951; James G. Riddell, vice president, ABC Division, \$65,750.

### Word gets around

Does Lever tell Procter & Gamble? It didn't have to when Lever Friday (April 14) was reported to have pulled out of Wednesday 8:30-9 p.m. period it was to co-sponsor on NBC-TV next fall with American Tobacco. P&G reportedly now has moved into period and will share it with American Tobacco. *Joey Bishop Show* is slated for that period, but Lever balked, wanted series starring Audrey Meadows.