

WBC turning KYW into all-news plant

KYW Philadelphia will become all-news operation in six to eight weeks, Donald H. McGannon, president, Westinghouse Broadcasting Co., announced Friday (June 18). WBC resumed operations in Philadelphia over weekend as it swapped radio-TV properties with NBC, which moved back to Cleveland on FCC order (BROADCASTING, June 14).

KYW will remain NBC affiliate until all-news operation begins. WINS New York, also owned by Westinghouse, switched to all-news in April (BROADCASTING, March 22).

Mr. McGannon said KYW-TV will continue *Johnny Carson Show* in present time slot from NBC-TV and will find new time period for Westinghouse-syndicated *Merv Griffin Show*. Production of *Mike Douglas Show*, also syndicated by WBC Productions will move from Cleveland to Philadelphia in about six weeks.

Mr. McGannon said 18 Westinghouse personnel were transferred from Cleveland to Philadelphia with NBC sending 16 in opposite direction.

Executive appointments, in addition to those already announced: Earl Higgins, business manager, AM-TV; James Monro, TV public relations director; Al Primo, TV news director; Win Baker, TV program manager; Dave Henderson, TV sales manager; Charles Pickering, TV assistant sales manager; Doug Schull, AM promotion manager, and Thomas Tiernan, AM sales manager.

Lever color spots

Decision to go color in commercials this fall apparently has been made at Lever Brothers. It's reported that Lever's commercials will show up in color on at least two shows on CBS (*Lucy and Sullivan*) and three on NBC (*Please Don't Eat the Daisies*, *Mr. Roberts* and *Get Smart*). Lever's commercials now are all in black-and-white. Also being studied: probable use of color prints for Lever's spot commercials as well.

Seeks review of press rates

NBC asked FCC Friday (June 18) to suspend amendment to AT&T tariff, scheduled to become effective June 28, imposing new limits on use of lower "press rates." Network also asked com-

TV 'clutter' doesn't hurt impact at all

RECALL OF SPOT IN OR OUT OF OTHER ITEMS IS EQUAL

New light on controversy over effect of "clutter" on TV commercials was seen Friday (June 18) in research showing commercials in "clutter" situations generated as much viewer recall as those in "island" positions.

Study was conducted among Chicago housewives by three research executives of Needham, Harper & Steers and was reported in June issue of Advertising Research Foundation's *Journal of Advertising Research*, out Friday.

Recall levels for "clutter" commercials (those near credits, promos, spot announcements, etc. at start or end of program) and for "island" (isolated) commercials were found to be practically identical, whether in daytime or nighttime programs.

Study found other positionings that did produce differences, however. Among findings:

- There was no substantial difference between recall levels for average daytime and average nighttime commercial—finding that agency authors thought worth consideration "in view of approximate three-to-one cost ratio per unit of audience between these two day

mission to reject amendment after hearing.

Proposed amendment would prohibit press rates schedule unless customer utilized private line more than 50% of time for collection and dissemination of news. At present, rates apply to those services used by news media in collection and dissemination of news.

Straight buy better than PI, David says

Per Inquiry proposal to radio stations by Warner Electric Co., Chicago, prompted wire Friday (June 18) from Radio Advertising Bureau's Miles David, executive vice president, calling Warner's approach "self-defeating." Mr. David wired Warner Electric if bonus money advertiser budgeted for PI promotion (\$150,000 over 90-day period) was converted to "straight time buy" advertiser could produce more "sales impact."

Stations, according to proposal, would receive "points" based on amount of inquiries that spots generated and dollar volume of product sold via PI, with leaders in points becoming eligi-

parts." Recall was higher, however, for commercials scheduled between 8 p.m. and 9:30 p.m. than for those during 6:30-8 p.m. period.

- In-program commercials attained "relatively large advantage" over "spot" (between-programs) commercials, but authors said this may have resulted partly from usually greater length of in-program messages. Recall levels were found to rise "consistently" with increasing commercial length.

- Rating of program had "no appreciable influence" on commercials in daytime programs, but at night highly rated shows got "substantially higher" recall. Recall was higher in nighttime sponsored shows than in nighttime participating shows, regardless of rating.

- In daytime, commercials in serials generated "somewhat more recall" than those in other program types. Those in situation comedies "fared least well." At night, program type seemed to have "relatively little" effect on recall.

Study was by NH&S's Lyron T. McMurtrey, director of media research, and William D. Barclay and Richard M. Doub, research supervisors.

ble for cash bonus up to \$5,000. Spots net station 25 cents per inquiry, it was noted by Warner Electric. Agency—Reynard Press—prepared commercials on fee basis but no agency commissions are involved in PI deal.

Repeal of excises due today

Presidential signature is expected today (June 21) on excise tax reduction bill eliminating 10% manufacturers' tax on radios, TV's, phonographs and host of other consumer goods.

Bill sailed easily through both houses of Congress last week following minor changes made by joint conference committee.

Comsat studying protests on TV rates by networks

Communications Satellite Corp. officials Friday (June 18) were preparing replies to protests to FCC by three television networks against rates and other provisions filed by Comsat May 28 for use of Early Bird communications satellite. Objections were filed by CBS,