

Station Reps' Exec Blasts NBC Summer Tandem Plan

NEW YORK, April 25.—A new radio summer tandem plan this week was blasted by Reg Rollinson, director of advertiser relations for the Station Representatives' Association. Rollinson maintained that stations were "being asked to tie up large amounts of time with the possibility of securing minimum revenue." He said

Camels Option 'Secret' Seg

NEW YORK, April 25.—Camels this week reportedly took an option on "I've Got a Secret" for regular weekly sponsorship next season. The show is currently sponsored by Carter Products alternate weeks on CBS-TV Thursdays, 10:30-11 p.m. "Secret" probably will be offered to Carter for regular weekly sponsorship before any deal is made with Camels. But Carter has no weekly time period on CBS-TV and consequently could not buy the show unless it could find one, a difficult task with the web so close to s.r.o.

Should Camels acquire the property, indications are it would be shifted to Wednesdays, 9:30-10 p.m. "Man Against Crime," now there for Camels, would be switched to Friday evenings 8:30-9 p.m. "My Friend Irma," the current occupant of the Friday time period for Camels, is to be canceled.

Toni Gets Tues. Du Mont Slot

NEW YORK, April 25.—The Toni Company has bought 8-8:30 p.m., Tuesday, on the Du Mont Television Network, and it is due to place an audience-participation show in that slot when Bishop Sheen vacates it for the summer. "The Music Show," from Chicago, which has been tagged to fill that slot over the summer, will instead go into the 8:30 p.m. position. And "The Big Issue," Roundtree-Spivak forum show is expected to be moved to a different night.

Du Mont's WABD here racked up over \$350,000 in billings in the past two weeks, and the station's business in March was understood to be about 33 per cent greater than in March, 1952. However, one of the newly acquired advertisers, Whitefield Press, which was due to sponsor the Monday afternoon "Long Island Story" beginning next week, canceled before the show went on.

'Chronoscope' To Quit CBS

NEW YORK, April 25.—Lorraine Witnauer "Chronoscope," now on CBS-TV Mondays, Wednesdays and Fridays, 11-11:15 p.m., will be discontinued by the sponsor after the expiration of its current cycle.

The program will be dropped at the request of the network, which felt that since it discussed controversial public affairs, it should be under web control. The sponsor felt otherwise. Victor A. Bennett is the agency.

DEFINE PRESS JOBS AT CBS

NEW YORK, April 25.—The story in last week's issue of The Billboard about the potential new NBC public relations set-up gave an erroneous impression by comparing it to its counterpart at CBS. George Crandall heads press information at CBS radio, while Dave Jacobson is public relations chief for CBS-TV. There is a difference of titles between Crandall and Jacobson, in actuality they perform the same functions for radio and TV respectively.

that by selling such time on a spot basis, the compensation to stations would be far greater and that the plan was a questionable buy for the advertisers.

The NBC tandem plan offers sponsors a chance to buy one or more participations in six late-evening nighttime summer programs—Robert Armbruster and ork, "First Nighter," "Scarlet Pimpernel," Judy Canova, "Barrie Craig" and "Bob and Ray." Each program can carry a maximum of three one-minute commercials, but advertisers can purchase single shots for as little as \$3,856 for the full 197-station web.

Stations are to receive 10 per cent of their gross evening half-hour rate for each participation sold by NBC. But Rollinson charged that altho the network half hour is usually sold for 60 per cent of the hour rate, the NBC tandem would return only 50 per cent of the hour rate.

Rollinson furthermore claimed that the stations would have a potential gross of between 50 and 300 per cent higher if the time were sold on a spot basis. He also stated that advertisers

would be limited in their program and time selections if they participated in the NBC scheme, but that spot would offer the best possible availabilities.

The NBC letter to the stations announcing the plan bolsters Rollinson's point by stating that the "compensation you will receive from the network . . . will come pretty close to the net dollar you would keep . . . from selling an announcement on a spot basis." NBC however, is offering outlets a chance to make a few extra bucks by extending the 15-second station breaks to one minute, before and after the shows.

The network claims that the reason for the tandem plan is an attempt to beat its opposition to the punch. But CBS claims that no such summer plan is contemplated and is not necessary because of a bullish summer network sales picture. ABC likewise denies any similar move.

The NBC plan, however, is already competing with other cut rate deals being offered by General Mills and Anacin. The latter advertiser is asking stations to accept a 10 per cent discount on spot purchases.

AUTHORS LEAGUE, RWG DO BATTLE

Radio Writers Open Fire Over Control Of Their Funds, New Tele Guild Plans

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dition and to curtail its autonomy as a radio union. The battle was begun by RWG Prexy Hector Chevigny in a statement to the members in March, summarizing the jurisdictional strife and the part the AL played in it. On April 7, Rex Stout, prexy of the AL, answered this blast with a communique pointing out its alleged inaccuracies.

This week, Lillian Schoen, an RWG member elected to the AL council, resigned from the latter body. In a letter to Stout, Miss Schoen stated that the history of TV jurisdiction as given by Chevigny in his statement was entirely correct in all matters of fact. She also claimed that she has witnessed with "wonder and amazement" the AL attitude toward the RWG which "ranged from a comparatively benign lack of understanding to the extremes of impatience and intransigency."

Chevigny charged that AL mismanagement of TV writing jurisdiction had resulted in low fees and no standards for scribes.

He pointed out that the tele group was organized by the AL over the protests of the RWG and the Screen Writers' Guild and that it was directly responsible for the organization of the Television Writers of America, a maverick union, which is claiming jurisdiction over live video writers on the Coast, and which, according to Chevigny, will win such jurisdiction. Chevigny disclosed that he would vote for the new guild, if it controls both radio and TV, because one union should represent writers in both media.

Stout's answer maintained that the AL council wants to regain control of RWG finances because the RWG has owed the Sidney Fleisher estate \$7,025 for two years. Since its rate of payment on the debt, \$50 per month, is very small and implies lack of revenue, Stout claims the AL wishes to see whether the RWG finances cannot be handled more effectively.

Chevigny, however, this week denied Stout's charge that he had not sent copies of his statement to AL council execs. He stated that copies were sent to the entire AL council.

NEWS CAPSULES—COAST TO COAST

Sat. 1-6 P.M. Class B & C Time; Polls Show Non-Home Radio Bonus

NEW YORK, April 25.—Saturday afternoon time is likely to become Class B time and Class C time on all four networks shortly. The new CBS-TV rate card makes 2-6 p.m. time Class B and 1-2 p.m. time Class C. And beginning May 1 both NBC-TV and ABC-TV will follow the same policy. Meanwhile, Du Mont is querying its affiliates to see whether they would agree to the same arrangement. Indications are that it will have no trouble.

2 SURVEYS GIVE NON-HOME FIGURES . . .

NEW YORK—Two of the research agencies came up with out-of-home listening figures this week, showing the non-home audience to be a substantial bonus for the radio advertiser. The Pulse revealed that the out-of-home audience in 16 major markets during January and February added 18.6 per cent to the average in-home radio audience, 6 a.m. to midnight. This bonus figure is up from 15.2 per cent over 12 markets during the same period in 1952. The A. C. Nielsen Company has prepared a special report based on the Nielsen Coverage Service, which finds that non-home listening on a national average adds about 11.9 per cent

to in-home listening during weekdays and 14.8 per cent during week-ends. Automobile listening alone adds about 6.5 per cent and 10.6 per cent. Both reports emphasized that out-of-home factor varies greatly by time and territory. According to Pulse, Philadelphia had the highest proportionate non-home bonus audience, 21.7 per cent. But the highest level of non-home listening was in Los Angeles, where the average non-home audience was 4.2 per cent. The amount of winter non-home listening reported by Pulse was the highest of the five years it has been doing this study.

REPORT ON 4-A CONVENTION . . .

WHITE SULPHUR SPRINGS, W. Va.—In a speech before the closing session of the 35th annual meeting of the American Association of Advertising Agencies, Walter O'Meara, of Lennen & Newell, Inc., questioned whether radio and TV department heads aren't concentrating too much on the "details of time, talent, production and properties" at the expense of creative thinking on the part of the copywriter. "With half the total business of many agencies in TV and radio," asked the exec, "is it sound or healthy

to require so little basic copy thinking from those media's writers?" Earlier in the week (23), new 4-A officers and directors were elected, with Henry M. Stevens designated chairman of the board; Earle Ludgin, vice-chairman; Winthrop Hoyt, secretary-treasurer. Frederic R. Gamble continues as president and a director of the association. Members of the new operations committee, which meets monthly between board meetings, are William R. Baker, Marion Harper Jr. and Henry G. Little, plus the four newly elected officers.

O.G. MAY DROP MINDY CARSON . . .

NEW YORK—Indications this week were that Mindy Carson would be canceled by Old Gold after the end of her current cycle on NBC-TV. The advertiser has had trouble finding a show that would click in the Tuesday night 10:30-10:45 p.m. time period. "Bob and Ray" did not succeed either, for the sponsor, in an earlier try.

'OMNIBUS' NOW SKEDED FOR 5 P.M. . . .

NEW YORK—"Omnibus" will move up into CBS-TV's 5-6:30 p.m. time slot next fall, when Ed Murrow's "See It Now" switches to Tuesday night. Former show, now slotted from 4 to 5:30 p.m., will restrict its sponsor quota to four next season, as compared to its present line-up of five. "Omnibus" pulled off a programing coup this week, via the acquisition of the late George Bernard Shaw's plays for their initial showing on TV. First aired will be "Arms and the Man," to run thru the entire hour and a half.

'GANGBUSTERS' ENDING ON CBS . . .

NEW YORK—"Gangbusters" is coming to the end of the road on CBS radio. Recently canceled by General Foods after a long run on CBS Saturday nights 8:30-9, the property is being carried sustaining by the network, which has offered to continue the property on that basis until a sponsor is found. But the CBS contract with packager Phillips H. Lord will end in June, and Lord wants to retain control so that he can offer the radio version in a single package with the TV counterpart of the program. Thus he might have an additional inducement to snag a potential sponsor.

PW A FEATURE AT WLWA'S DEBUT . . .

ATLANTA—With ABC's Paul Whiteman as the honored guest, Crosley's newest television operation, WLWA, Atlanta, made its official debut Monday night (20), with 450 business and advertising executives present at a buffet supper. A special one-hour show, starring Whiteman, preceded the party at the Ansley Hotel. Execu-

NBC Garners Six Peabody Award Medals

NEW YORK, April 25.—NBC walked off with six Peabody Awards this week.

"Mister Peepers" and "Your Hit Parade" both received accolades in TV entertainment, and "Victory at Sea" received a special TV award. For TV kid shows, the nod went to "Ding Dong School," and in the TV news category it went to "Meet the Press." The sixth award was for the West Coast "Standard Symphony" in the radio music category.

A second award in radio music went to the New York Philharmonic broadcasts on CBS. The other radio prize, for news, was awarded to Martin Agronsky, of ABC. Du Mont's "Johns Hopkins Science Review" received the nod in TV education.

Station public service awards went to WIS, Columbia, S. C., and WEWS, Cleveland, O.

The 13th annual George Foster Peabody Awards were made at the meeting of the Radio and Television Executives Society here yesterday (24).

tives from the Cincinnati office of the Crosley organization were introduced by William P. Robinson, head of the Atlanta operation.

R. CLOONEY SET FOR OWN SHOW . . .

NEW YORK—Chirper Rosemary Clooney this week was set for her own radio series via NBC, starting May 5. Show will air 8:15-8:30 p.m. Tuesdays and Fridays, following the new Eddie Fisher show. Miss Clooney waxes for Columbia records, while Fisher is an RCA Victor artist.

SRA KITTY AT \$20,000 . . .

NEW YORK—An estimated \$20,000 has already been collected by the Station Representative Association from the more than 200 radio stations which have backed its "Spot Radio Crusade." The SRA hopes to rack up (Continued on page 57)

WLW Sees Success In Block Programs

CINCINNATI, April 25.—Crosley Broadcasting Corporation officials this week released its first figures on the block programing experiment launched last fall, indicating that altho it is still too early to pass final judgment on the experiment, early data indicates that the innovation is a success.

Information obtained by the Crosley research department from more than 4300 telephone calls during January and February, show that block programing tends to retain an audience from the opening of the block schedule until the conclusion of the evening program. Other local stations using the block format enjoyed similar success in holding an audience in contrast to those stations not using this type of programing, the WLW report said. Crosley officials are convinced that it is advantageous, within a given evening, for a station to build a loyal listening audience rather than a transient one.

Other measurements were based on Nielsen figures comparing WLW's 1951 schedule, when there was no block programing, with the 1952 schedule, when there was block programing. Those figures showed that under the block programing schedule, the WLW share

of audience increased more than 8.5 per cent. On the other hand, representative stations in WLW's four-State coverage area, using the more orthodox format, lost a fraction more than 19 per cent.

James D. Shouse, chairman of the board of the Crosley firm, explained his company's position in these and other Crosley experiments with the AM medium: "It is ridiculous to propose that the whole structure of television viewing can be impinged upon the over-all pattern of radio listening and not have serious repercussions, because people are not going to look and listen to television and listen to radio at the same time. So, obviously, radio must seek new patterns of convenience and new orbits of appeal. The important thing for radio is to reorientate itself in terms of a new and lusty competitor. We do not propose that our block programing experiment is necessarily the final answer, altho results to date are encouraging. We will continue to experiment in this and other fields in the hope that we can inject new vitality, new convenience and new meaning into the field of radio broadcasting."

MARINERS TO REJOIN GODFREY

NEW YORK, April 25.—The Mariners, the male mixed quartet on the Arthur Godfrey shows, are expected to return to the show shortly after a vacation occasioned by the redhead's two-week origination from Miami. The four men could not be taken along because of local ordinances in Miami which prohibited Negroes and whites working together in a unit. The enforced vacation has created a furore in the Negro press. Godfrey is now broadcasting from here.