RESULTS OF N. Y. AFRA ELECTIONS ANNOUNCED

RESULTS of Nov. 20 election for members of the New York Labor board of the American Federation of Radio Artists were announced last week by George Heller, the union's executive secretary. Although the voting crossed "party" lines within AFRA, the independents had somewhat the better of it over the artists committee.

The following 23 AFRA members were elected to the board for a one-year term:


Meanwhile, Mr. Heller confirmed a report that AFRA will ask the networks, when contract negotiations reopen, for a cost-of-living increase commensurate with the cost-of-living increase shown in the U.S. Department of Labor report to be issued Jan. 1. Under the current AFRA agreement with the networks, wage negotiations may be reopened if the cost of living has risen by at least 10% during the past year.

Mr. Heller disclosed that the Associated Actors & Artists of America Television Committee, of which he is chairman, will meet within two or three weeks with the video companies for a contract parley. The AAAA is the parent organization of AFRA and other talent unions. Officials of a 4-A subcommittee on wages, hours, and working conditions denied emphatically that video wage scales already have been set, as reported elsewhere last week.

SHIRER THANKS MBS FOR SPEECH FREEDOM

WILLIAM L. SHIRER, who yesterday (Nov. 30) began a series of Sunday broadcasts on MBS for the makers of Wings shirts, issued a preliminary statement thanking Mutual for the "opportunity to return to the air with Edward Hap good and for the assurance of genuine freedom of speech over this great network."

Mr. Shirer continued: "There has been, I think, a lot of misunderstanding about this matter of a commentator's right to express his honest opinions on the air. I shall not try to make up your minds for you.

"But I shall not be dishonest with you by hiding my own opinions which I recognize are—like everybody's—only human and therefore often wrong."

Mr. Shirer left CBS last spring after a disagreement with the network over what constitutes a commentator's role.

REGULAR BROADCASTING column by The Register, Des Moines, describes two new methods of promotion utilized by the Mutual network.

THE FACT SHEET which he recommended at the U. of Washington's second annual conference on publicity methods earlier this month is explained by George Dean (I), manager of public affairs and community activities, KOMO Seattle, to the other members of the "Publicity Through Radio" panel. Seated, 1 to r: Martin Deane Wickett, program director, KING Seattle and Grant Merril, Haddon, Evans & Merrill Adv agency. Interested observer standing at right is Edward H. Adams, executive officer and program director of the U.'s Dept. of Radio Education and chairman of the meeting.

Stations Urged by BMI

To Renew Contracts Now

BROADCAST Music Inc., with an eye on ASCAP, has sent out form letters to nearly 2,000 stations, urging immediate renewal of performing license contracts with BMI—which expire March 11, 1960.

The letter, sent out by BMI with renewal forms, pointed out that since ASCAP's agreements with its members are in force until 1965, and with broadcasters, through renewal clauses, until 1959, BMI "is at a competitive disadvantage in negotiating new and important contracts if we can point, as at present, only to a 28-month term with our licensees."

The letter was signed by Carl Haverlin, BMI president.

Charlie McCarthy Tops

Pulse Evening Ratings

TOP RATING in the bi-monthly Pulse ratings made public last week was Charlie McCarthy's 18.2, Sept. 7-Oct. 5. Show is on NBC, 8-9 p.m. "LuSa Radio Theatre" was a close second with 18.1, Sept. 8-Oct. 6. It is on CBS, 9-10 p.m.

Mr. District Attorney had a Pulse rating of 16.5, Sept. 3-Oct. 1. Show is on NBC 9:30-10 p.m. Among morning shows, ABC's "Breakfast Club," 9-10 a.m., had a rating of 6.8 for Sept. 28 and Oct. 1-7. Arthur Godfrey, 11-11:30 a.m. on CBS, had a Pulse rating of 6.1 for the same period.

Three Mass. FM Stations

Stage Joint Dedication

JOINT DEDICATION of three new FM stations using an identical transmitter site for coverage of substantially the same area is scheduled for today (Monday) at Springfield, Mass. The stations are WMS-FM Springfield, WHYN-FM Holyoke and WACE-FM Chicopee, all Class B operations and all with AM affiliations. All six stations were scheduled to carry the elaborate dedicatory program.

The FM stations occupy the same transmitter house atop Mount Tom, vantage point of the western Massachusetts area. WACE-FM and WHYN-FM utilize the same dipole antenna, while WMS-FM has a separate rig.

Recorders to Take Air

XEAZ TJUANA, Mexico, will take to the air Dec. 20 with 5 kw on 1270 ke. E. R. Roed, general manager, announces. All programs will be transmitted in the Gold Tone Recording Studios, San Diego, Calif., a subsidiary of the Gold Tone Recording Corp., which operates the station. Mr. Roed claims the recording studios are the only ones along the Pacific Coast affiliated with a broadcasting station. Sanches Ayala is president of the station; Mr. Roed, vice president; C. C. McDonald, Los Angeles district manager, and Elmer Johnson, secretary-treasurer.

what wize Time-Buyers see

in WHBC's new coverage

THE BEST BALANCED MARKET IN THE UNITED STATES

318,440 Family Radio Families

50,540 Farms

1,791 Manufacturing Firms

21,019 Retail Stores

5000 WATTS

D A Y a N D N I G H T

ABC

WHBC

CANTON, OHIO

The Best Balanced Market in the United States

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