RADIO FIRST AS NEWS SOURCE

Pulse Survey Reveals

Radio news stands out as a vital service to listeners...as an effective vehicle for advertisers.

DON LEE SALE

General Tire Purchase Approved

The record $12,320,000 acquisition of the Don Lee radio and TV properties by General Tire & Rubber Co., along with parlay sales of one AM and one TV station, was slated to be consummated yesterday (Sunday), after FCC approved the transactions Wednesday.

A rising out of the Los Angeles Superior Court's acceptance of the General Tire bid for the stock of Thomas S. Lee Enterprises from the Thomas S. Lee Estate [Broadcasting • Telecasting, Nov. 20, Oct. 23, 1960], the multiple transactions break down thus:

- The First National Bank of Akron, as trustee of the retirement plan for salaried employees of General Tire and certain subsidiaries, acquires the radio-TV properties of Don Lee Broadcasting System, including its four owned AM stations and one FM and one TV station for $12,320,000 cash.

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- The bank sells KTSU (TV) Hollywood and four experimental and associated facilities to CBS for $323,765 plus long-term lease arrangements covering studios, transmitter sites and associated facilities for a total rental of $3,113,000.

- To meet FCC's duplo requirements, CBS must dispose of its 49% interest in KTTV (TV) Los Angeles—while KTTV has been sold to the Los Angeles Times, already owner of 51%, for a reported $450,000.

- General Tire acquires all of the Don Lee properties except KTSU and an AM station from the bank as trustee for $569,896, subject to adjustments to exceed $750,000, with General Tire's Lee Enterprises leasing space and facilities for 10 years at a total rental of $4,489,000.

- To comply with FCC's multiple-ownership policy limit of seven stations, General Tire, which also owns Yankee Network and Yankee's four owned stations, sells the Don Lee KDB Santa Barbara to Lincoln Delar, sole owner of KXOA-AM-FM Sacramento, KXOB Stockton, and KXOC Chico, Calif., for $25,000.

Part Not Included

Not included in the FCC actions, since FCC approval is not required, was Don Lee's 19% interest in Mutual, which went to General Tire, already owner of approximately 19%. General Tire also acquires control of Pacific Northwest Broadcasting Co. through which the Don Lee Network has 25 affiliates in addition to 16 affiliates in California.

With completion of the sales, the California properties involved will be held as follows:

General Tire—Don Lee Broadcasting System, including KHJ-AM-FM Los Angeles, KFRC San Francisco (Continued on page 68)

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Evidence of a satisfied sponsor is reflected on the dotted line of the 1951 contract signed by Feld Chevrolet and KCKN Kansas City, Kan. Firm has sponsored broadcasts in the Kansas City market without interruption since March 1937. New pact for KCKN broadcasts is signed by Milton Feld, president of the company, while looking on are (1 to r): Harley Kaylor (seated), KCKN commercial representative; Lester Goodman, Feld secretary, and Merrill Owens, president, Merrill Owens Advertising Agency, which handles account. Feld has sponsored a $10,000 "mystery voice" contest and other programs on KCKN.

BROADCASTING • TELECASTING

Radio is still America's number one news source, outranking newspapers by 56%, television by 26%, according to a survey made early last summer by Pulse Inc. for Free & Peters, which revealed the results of the survey last week in an attractive brochure titled "Radio, News Is Bigger Than You Think."

"It was a study we felt impelled to sponsor," the station representative firm explains, "to obtain factual answers for those who, in 1956, were quite ready to bury all radio, most certainly news over the radio. ... It was an attitude we found hard to accept. That there had been a strong habit of turning to the radio for news, no one would deny. Was it possible that a habit so firmly established, so strongly entered to, so universally acknowledged, could suddenly weaken and fade away? Only research could give the answer."

As guinea pig, Free & Peters selected a program of almost pure radio news broadcast by seven of the stations the company represents: Four five-minute broadcasts a day sponsored by the same advertiser (Esso, although the name is not mentioned in the report), with each station selecting and rewriting the news for each program, both news and commercials being broadcast by an anonymous voice.

Three key questions were chosen for the survey: Do people listen to the radio for news? Is there any difference in news listening between families living in the station's city and families living in surrounding towns 25 to 40 miles away? How does TV set ownership affect listening to radio news?

More Depend On Radio

In answer to the first of the three key questions, F&P found "more people depend on radio for news than on any other medium." Asked whether they got most of their news from newspapers, radio or television (in that order), people gave radio the decision over newspapers by 38%, city dwellers preferring radio to newspapers by 18%, "outdoors" by 60%. Radio led TV in the overall figures by 268%, radio's lead in the city being 156%, its lead in the outside area of satellite markets 21 to 40 miles away being 302%.

"This greater dependence on radio for news by respondents in the 'outside' areas was observed in every single market," Free & Peters reports, noting that the average was 25% of "outdoors." Over city figures is missed by surveys of listening based on interviews made only "inside" the city. "It means that radio news is easier to get generally," the report adds.

Moving from general news listening to the specific "guinea pig" program, the Pulse surveyors found