

change of ideas between the entire membership and AP management."

The Presidential campaign dominated AP radio news "and was marked by several innovations," Mr. Starzel noted. He cited the quarter-hour *Political Microscope* telescript, transmitted weekly until after the election and supplemented with a five-minute nightly political roundup, plus use of the regular features, *In the Background* and *Behind the World News*, to present special political features.

Another highlight, he said, was publication of the AP Radio News Style Book, by Andrew C. Lang.

Most widely used scripts, a survey showed, are sports features, women's features, and farm features, in that order.

Domestic newspaper membership dropped from 1,733 to 1,725, though there was a net gain of two leased wire members. Newspaper membership breakdown showed 885 afternoon, 302 morning, and 428 Sunday leased wire newspapers; 36 afternoon and one morning pony members, and 73 tri-weeklies, semi-weeklies, and weeklies. Outside the U. S., the number of radio stations, newspapers and other publications taking AP news and newsphoto services totaled 3,138 at the end of the year.

## Gleeson Gets Vice President Post With UBS Tape Network

WILLIAM L. GLEESON, president of the Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, Calif.), under trusteeship in bankruptcy, and head of the Riverside advertising agency bearing his name, has been elected western division vice president of the Universal Broadcasting System, Boston, new tape network.

Richard Colton, UBS president, in announcing the appointment Thursday, said the new network plans to obtain about 500 affiliates over a two-year program. He said negotiations now are in process with about half that number of U. S. and Canadian stations, and that UBS expects to sign a large part of them at the NARTB convention.

UBS will establish West Coast studios and executive offices in Los Angeles, Mr. Colton said. Mr. Gleeson also will continue to maintain a Riverside office.

Mr. Colton said affiliate stations, under present plans, will be sent individual copies of the taped broadcasts, and added that UBS has a current backlog of programming for this summer assuring daily broadcasting for a total of about 15 hours a week. The programming will accent "all music, from symphony to hillbilly, and certain sports features," he said. He said affiliates are being encouraged to submit tapes of their own programs for possible use by UBS.

UBS headquarters at the NARTB convention will be at Suite 822 of the Clark Hotel, near by the Biltmore Hotel, Mr. Colton said.

## H. A. Earnshaw Dies

FUNERAL SERVICES were held last Thursday in Glendale, Calif., for Harry Alfred Earnshaw, 74, retired Hollywood radio producer-writer, who died last Tuesday. As a partner in Earnshaw-Young Productions, Hollywood, he created *Chandu the Magician* and *Black and Blue* on the Don Lee Network in the 1930's. Surviving are his wife, Vena, two sons, Harry and Fenton, both Hollywood radio-TV writers, and a daughter.

## NEW GROUP FORMED TO COMBAT 'DEALS' AND ASSURE USE OF STANDARD RATES

Todd Storz and other members of KOWH intend to give impetus to an organization whose seal will tell the time chiselers, along with the legitimate buyers, that radio station members intend to abide by rate cards, without exception.

AMID growing reports of under-the-table deals in summer radio timebuying, a new association was formed last week to improve radio's business ethics and restore advertiser confidence in rate cards.

Member stations of the association will guarantee to do business only at published card rates and will submit copies of all contracts to the association for inspection which is intended to make sure they are respecting their guarantee.

The new organization is the American Radio Assn. It has been incorporated as a non-profit business in Omaha, Neb. The organizer is Todd Storz, general manager of KOWH Omaha.

Here's the way it will operate:

To be eligible for membership, radio stations must submit all rate quotations to the association and then provide the association with a copy of every contract it writes with a client. Station members will in turn be provided with a seal identifying them as members of the American Radio Assn. The seal may be displayed on rate cards, stationery, promotional material and advertisements.

Mr. Storz pointed out that advertisers and agencies will soon come to recognize the seal as the mark of a station that insisted on selling time only at published rates.

"It is not the purpose of this organization to 'convert' stations from bad to good habits," said Mr. Storz. "Rather than that, we want an association of stations already selling time only at their published rates.

"If the organization works as we hope it will, it will no longer be necessary for stations that become members to spend hours saying 'no' to advertisers and agencies asking for 'deals'. When they see that a station is a member of the association, they won't even ask for 'deals'."

The new association, which becomes operative May 1, has established a dues schedule for membership based on one-half of the station's daytime one-minute spot rate per month. The dues are intended only to defray the necessary

overhead. In keeping with the non-profit nature of the organization, the books will be audited after one year of operation and the balance of funds on hand refunded on a proportionate basis to dues-paying stations.

The American Radio Assn.'s first officers and directors are all executives of KOWH Omaha. It is their plan, however, that an election of new officers and directors be held next November. At that election KOWH representatives will decline nominations and, in effect, turn the organization over to new leaders chosen by the membership.

"Our idea is simply to get the association organized," Mr. Storz told B•T last week. "By next November I hope several responsible people in the industry will have signified their interest in this association and that the members will elect them as officers and directors."

The founders hold the following offices: Mr. Storz, president and treasurer; Virgil Sharpe (KOWH program director), vice president and secretary. Messrs. Storz and Sharpe and G. William Armstrong (KOWH promotion manager) compose the board of directors.

In telling B•T last week of his plans, Mr. Storz emphasized that the association would have nothing whatever to do with fixing rates. Member stations will retain absolute independence and authority to make their own rates and change them at will.

"As members of the association," he said, "they agree only that they will sell time at their published rates. It makes no difference what those published rates happen to be."

The purpose of requiring stations to submit copies of all contracts with clients, Mr. Storz explained, was to make certain that members were abiding by these conditions. The association will make spot checks of such contracts. If discrepancies are found between contract terms and rate cards, stations will be faced with loss of membership and hence loss of the identifying seal.

"I have every reason to believe that the association will be successful and that advertisers and agencies will have a real respect for the association seal," Mr. Storz said.



OFFICERS of the Alabama Associated Press Broadcasters Assn., shown after the group's annual meeting, are (l to r): Leroy Simms, AP correspondent at Birmingham, secretary; Cur-

tis Liles, manager, WMLS Sylacauga, retiring president; Julian Smith, manager, WAGF Dothan, elected president, and Elmer Salter, manager, WAUD Auburn, vice president.