

'RADIO-ONLY' IDEA GETS VARIED REACTION

Tulsa broadcaster Way says that his proposal for a trade association to represent radio alone is getting favorable response. Broadcasters writing to B•T predominantly oppose the plan.

SOMETHING ought to be done to give radio stations a better break in their trade association service, according to four out of five letters sent to William B. Way, KVOO Tulsa, Mr. Way told B•T last week in response to a query about his proposal to set up a radio-only association [B•T, Sept. 28].

Mr. Way said he is "not trying to fight NARTB but obviously the association can't carry water on both shoulders." He said the heavy volume of letters from all parts of the nation largely were in favor "of doing something."

The idea grew out of the Brown-Dunkin project in which all Tulsa stations cooperated to sign this major department store to a \$125,000 radio contract [B•T, Sept. 7], he added.

"Someone had to carry the ball," Mr. Way said. "I decided to take the lead to see what would happen. Maybe someone has a better idea."

Oklahoma Assn. of Broadcasters at its Sept. 27 meeting in Oklahoma City formed a committee to study the idea. Mr. Way was named chairman. Other members are Matthew Bonebrake, KOCY Oklahoma City; Ed Ryan, KSIW Woodward, and Leo Morris, KRHD Duncan.

This committee will digest answers received to Mr. Way's letters and report within a month. President of the association is Cy Casper, WBBZ Ponca City. OAB is not open to tv members.

Opposition Heard

Unsolicited letters sent to B•T last week were predominantly opposed to Mr. Way's proposal and in favor of NARTB's dual radio-tv operation.

Todd Storz, KOWH Omaha, wrote: "... I can only say that I think you have wasted a great deal of time and effort in circularizing your letter. It is my opinion that only in the last few years has NARTB been of true help and value to our industry. Because of the recent efforts of NARTB we have found it possible to reduce our operating expenses by \$30,000 at the two stations we own."

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB Tv Board of Directors, recalling his role in organizing Broadcast Advertising Bureau and his familiarity with NARTB operations, said "... I can certainly testify that to my knowledge no situation has arisen in which either radio or television has suffered by the fact that they are both represented by the NARTB. I am confident that as a result of the merger (Television Broadcasters Assn. and NAB) we have a stronger trade association, with better management and personnel and more money, than would have been conceivably possible otherwise."

J. G. Paltridge, KROW Oakland, Calif., conceding he was "awfully tired of going to NARTB convention and district meetings where the conversation is dominated by television," said he felt "most of this conversation comes from the broadcasters rather than from NARTB." He urged separate radio and tv meetings at national conventions, advocated unified trade association representation, and doubted if a national federation of state asso-

ciations would be effective.

Donald K. deNeuf, Rural Radio Network, Ithaca, N. Y., wrote Mr. Way that "radio and tv have a lot in common in maintaining a united front from the standpoint of federal regulation and for protection against any governmental or any other steps contrary to the principles of freedom of expression and programming."

Jack Todd, KAKE Wichita, NARTB board member, called attention to NARTB's autonomous radio and tv boards and reminded Mr. Way of the developments that led to the association's dual stature. He said he believed "that in the not too distant future, telecasters may withdraw from the present NARTB to form their own group, and thus leave intact our present organization with its splendid experienced personnel." He voiced surprise that Mr. Way "would permit the bugaboo of television" to alarm him.

N. Y. Adwomen Elect Officers for 1953-54

ADVERTISING Women of New York last week announced the names of officers, members of the board of directors and committee chairmen for the 1953-54 season. The list of officers is as follows:

Nadine E. Miller, C. E. Hooper Inc., president; Ruth M. Volckmann, Sawyer-Ferguson-Walker Co., first vice president; Harriet Raymond, Celanese Corp. of America, second vice president; Mary K. Heeren, Douglas Leigh Inc., treasurer; Hortense N. Fillion, department store economist, assistant treasurer; Ina Hundinger, Time Inc., corresponding secretary, and Charlotte Downs, H. L. Lindquist Pubs., recording secretary.

Members of the board of directors are Helen Berg, Mary Ellen Church, Prudence L. Dorn, Helen R. Herd, Antoinette Casey Hodes, Rita Otway, Virginia G. Smith and Grace K. Stricht.

The committee chairmen are Henrietta Gunsten, Adv. Federation of America, awards; Harriet Edmunds, art, copy and production; Grace Oakley, club historian; Cara Haskell Vorce, club publication; Ann Walsh, education and survey course; Edith Nind, Ida Clarke remembrance; Grace Johnsen, legislative; Dorothy Lewis, luncheons and dinner; Mary Reimnuth, membership; Bernice Ormerod, mutual fund; Evelyn Lee Jones, publicity; Joan Heller, reception; Elsie Wilson, Salvation Army Christmas party; Helen Tarbox, shop talks; Bernadine Lawlor, social activities, and Lillian Pierson, special projects.

The first business meeting of the year will be held at the Hotel Astor tomorrow (Tuesday) at 7:30 p.m.

NTFC Honors Melvin Gold At Testimonial Dinner

MELVIN L. GOLD, a founder, three times president and twice board chairman of National Television Film Council, was honored by the council at a testimonial luncheon in New York last Wednesday.

Current President Arche Mayers of Unity Television Corp., Dr. Alfred N. Goldsmith, consultant, and other leaders of the tv film field lauded Mr. Gold for his key role in the formation of the NTFC in 1948 and in the direction of its affairs since that time. Currently chairman of the council's board, Mr. Gold was presented a scroll and a tape recorder with a tape of the entire luncheon proceedings. He is director of advertising, publicity and television for National Screen Service Corp.

Edwin H. James, senior editor of B•T, in the principal address at the meeting reminded film producers and distributors that television currently is at its peak rate of expansion and admonished them, for the long haul, to establish—and stick to—fair prices for their products. Under-the-counter deals should be eliminated as a matter of sound business practice, he said, noting that radio still is suffering the effects of rate cuts made two years ago.

NARTB Forms Committee For Tv Film Sales Study

NEW committee has been formed by NARTB to promote uniformity in the sale of television films. Harold See, KRON-TV San Francisco, has been named by NARTB President Harold E. Fellows as committee chairman.

Titled the NARTB Tv Film Contract Standardization Committee, the group will hold an exploratory meeting Oct. 13 at the Conrad Hilton Hotel, Chicago. Other members of the committee serving with Chairman See are Martin Campbell, WFAA-TV Dallas, and Ray W. Welpott, WRGB-TV Schenectady. Thad Brown, NARTB tv vice president, and Howard Bell, his assistant, will attend the meeting.

Standardization work of NARTB in the past has included uniform agency-advertiser contracts for both radio and tv.



EXECUTIVE lineup at the Broadcast Advertising Bureau's first meeting of its 22-man Plans Committee at New York's Ambassador Sept. 23 [B•T, Sept. 28] included (l to r): Standing, Kevin B. Sweeney, vice president, BAB; Robert Covington, WBT Charlotte, N. C.; John F. Hardesty, BAB director of local promotion; Gene Accas, ABC; Walter E. Wagstaff, KIDO Boise; Eugene Katz, The Katz Agency; Owen F. Uridge, WQAM Miami, Fla.; Ben Strouse, WWDC Washington; William A. McGuineas, WGN Chicago; Howard Lane, KOIN Portland, Ore.; Robert J. McAndrews, KBIG Avalon, Calif. Seated, Henry Johnston, WAPI Birmingham, Ala.; Daniel C. Park, WIRE Indianapolis; Winslow Leighton, Schenectady; Donald W. Thornburgh, WCAU Philadelphia, the committee's chairman; William B. Ryan, BAB's president; Ralph N. Weil, WOV New York; George Bristol, CBS; Robert Meeker, Robert Meeker Assoc. Inc. The committee drafted a local-national boost radio campaign.