AMS Stations Note Upswing in Business

Metropolitan operators at Omaha convention report on their activities—and on how they pay their salesmen.

BETTER than three-fifths (62%) of stations belonging to the Assn. of Independent Metropolitan Stations report their business has increased during the past year, they reported at the annual meeting of AIMS held Oct. 19-20 at Omaha.

In surveying its membership, AIMS found that business of 12% of stations was unchanged, with 26% reporting business was below a year ago. Of those reporting a decline, none had fallen off more than 10%.

Independent stations are more than holding their own despite a decrease in hours of listening, it was pointed out, because their share of audience has increased.

Three new members were accepted by AIMS—KOL Seattle, WTX New Orleans and CKXL Calgary, Alta.

Todd Storz, KOWH Omaha, presided at the meeting as retiring chairman. New officers elected were Sherman Marshall, WOLF Syracuse, chairman, and Robert D. Enoch, WXWL Indianapolis, vice chairman.

Another AIMS survey showed that 11 stations pay salesmen by commission only compared to six who pay both salary and commission. No stations paid salary only. Commission salary total payments ranged from $50 to $100 a week.

Amount of commissions were as follows: 10%, five stations; 12% 4%, three; 15%, ten; 20%, four. Six stations had a guaranteed floor ranging from $50 to $100 a week, with none having a ceiling. Fourteen stations pay salesmen commission on agency accounts, the fee ranging from 10% to 15%. Twelve pay entertainment expenses of salesmen; five do not.

Five pay transportation allowance ranging from 10 cents a mile to $10 a week; 11 do not have allowances. Eleven pay talent commission; six do not. Four have base commission on sales; 13 on collections. Sixteen have "house accounts"; one does not. Fifteen have drawing accounts or advances to salesmen, with nine charging them back later; two have no drawing accounts.

Kentucky Broadcasters Name Layman President

MIKE LAYMAN of WSFC Somerset was elected president of the Kentucky Broadcasters Assn. during the group's fall meeting at Kentucky Dam Village Oct. 22-23. He succeeds Joe Eaton of WKLO Louisville.

Principal speaker at the meeting was Herbert Evans, vice president-general manager of Peoples Broadcasting Co., Worthington, Ohio. F. E. Lackey, WHOP Hopkinsville, director of NARTB District 7, reported on the October meeting of that group.

Other officers elected include: Sam Livingston, WKYB Paducah, first vice president; Gilmore Nunn, Nunn Stations, second vice president; Hugh Potter, WDOM Owensboro, re-elected secretary-treasurer; directors, Mrs. Eaton; Arthur Eilerman, WZIP Covington, and Hecht Lackey, WSON Henderson.

Cancer Society to Hear K&E's Lewis, WHAS' Sholis

WILLIAM B. LEWIS, president, Kenyon & Eckhardt, and Victor A. Sholis, vice president, WHAS Louisville, are scheduled as featured speakers at the publicity forum of the annual meeting of the American Cancer Society, being held this week (Nov. 1-6) at New York's Hotel Commodore.

Mr. Lewis, who served as chairman of the radio-tv committee during the 1953 fund raising campaign of ACS, will talk on "Public Relations and Advertising." Mr. Sholis will discuss "Radio and Television." The Wednesday evening (8-11 p.m.) session also will include a discussion of "Newspapers and Science Reporting" by three science editors: Alton L. Blaklee of AP, Jack H. Geiger of INS and Deles Smith of UP.

N.C. Broadcasters Set Thursday-Friday Agenda

NARTB Administrative Vice President Robert K. Richards, radio management consultant Fred Palmer and Station Representatives Assn.'s Regional Rollinson will address the North Carolina Assn. of Broadcasters at its fall meeting Thursday-Friday at Asheville's George Vanderbilt Hotel.

NCAB President Cecil Hoskins, WWNC Asheville, will preside at the meeting, which will be welcomed on the first day by Asheville Mayor Carl W. Eller. Mr. Richards will speak that day on "Radio for Better Profit," and Mr. Rollinson on "Potential of Spot Radio." The first day also will feature talks by Mr. Palmer on "How to Close a Sale" and by Ted Hyman, extension editor of North Carolina State College.

Daytimers' Hours

SENTIMENT of daytime-only stations for revision of FCC rules to provide for uniform, year-round hours of operation will be given a boost this week at the North Carolina Assn. of Broadcasters' meeting, scheduled this Thursday and Friday at Asheville (see story above).

Bob Wallace, president of WHS Shelby, N. C., wrote the 45 other daytime outlets in the state urging they attend the meeting so "we daytimers will be able to get together and discuss our problem." He noted it is "apparent that if we are to accomplish our objective, we will have to go it alone since there are powerful segments of the industry opposed to any change" in FCC's rules and regulations.