



NARTB District 10 group at Omaha meeting (l to r): William B. Quarton, WMT Cedar Rapids; Ernest C. Sanders, WOC Davenport; Paul Adanti, WHEN-TV Syracuse; Owen Sadler, WMTV (TV) Omaha; Frank Fogarty, WOW Omaha; Todd Storz, KOWH Omaha, and Donald D. Sullivan, KVTV (TV) Sioux City.

STRESS CONTINUITY, LITTLE TELLS AAAA

Advertising more important than ever before, Campbell-Ewald president says at Chicago meeting.

"ADVERTISING will be more important to management than ever before" because of expanding markets and as sales go up, so will profit and volume, "but not without a lot of advertising," Henry G. Little, president of Campbell-Ewald Co., Detroit, declared last week.

In a speech prepared for delivery Friday before the Central Region of the American Assn. of Advertising Agencies, of which he is vice chairman, Mr. Little urged better integration between sales and advertising and more and better research with emphasis on "continuity."

"Frequent exposure to the sponsor's message contributes mightily to penetration and action," he asserted in a luncheon talk to the AAAA Central Region, holding its annual convention at the Drake Hotel in Chicago.

A need for "real research" also was sounded by Charles H. Brower, vice president in charge of creative departments at BBDO. He noted that while a "good start" has been made by the Advertising Research Foundation, perfect research is still merely an "ideal." He pointed out that only 67 out of 3,000 national agencies and 59 of some 13,500 national advertisers support it thus far. He spoke at a general afternoon session Friday.

Sessions on Thursday were devoted to management, with evening talks by Earle Ludgin, president of Earle Ludgin & Co., and Dr. C. H. Sandage, U. of Illinois, on advertising's agency-educator cooperative program and training of students to step into the field. Fred Gamble, AAAA president, reviewed the state of advertising during the morning session.

Sessions on media and radio-tv production headlined Friday meetings and workshop panels, first of their kind for the Central Region. Research also came in for discussion.

VOD Contest Programs Shipped to 2,000 Stations

TRANSCRIBED program material for use during National Radio Week, Nov. 7-13, in connection with the Voice of Democracy Contest, has been shipped to over 2,000 radio stations, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and national chairman of the annual high school contest committee.

Taking part in the contest are NARTB member stations plus other stations that have signified their desire to participate. NARTB, RETMA and the U. S. Junior Chamber of Commerce jointly sponsor the competition.

The transcribed programs include six 5-minute features which stations will air daily, one a day, during National Radio Week at a time when high school students can listen. Five excerpts from previous award-winning scripts are in the package plus an interview with Dr. Elsworth Tompkins, of the U. S. Office of Education. Mr. Secrest said stations which have not yet indicated they intend to take part in the contest can receive the transcriptions by writing the national VOD committee, 1771 N St., NW, Washington 6, D. C.

RATINGS DISCUSSED AT OSU CONFERENCE

QUESTION of the adequacy of radio-tv rating services was the topic of an address delivered by Norman Glenn of Doherty, Clifford, Steers & Shenfield, New York, last Friday at the 11th Annual Ohio State U. Conference on Advertising meeting in Columbus, Ohio. Mr. Glenn is vice president in charge of the agency's broadcasting planning.

In his talk, Mr. Glenn attempted to "uncover the roots of this uneasiness about ratings," which he stated was illustrated by an article on the subject in the Oct. 29 issue of *Collier's*. He outlined the various ways in which audience information can be obtained and pointed out that "the fact that there are so many different methods practiced commercially indicates that no ideal measurement has yet been found."

In defense of the disparity in certain ratings supposedly measuring a given program, Mr. Glenn said such differences should be expected because different rating services measure different things. He defined his point by analyzing the opportunity for difference in the area sampled, the representativeness of the sample selected, the specific method used in the testing and the variety of time lengths used in the reporting period.

"The opportunities for variations in ratings are great and when they do occur, it does not mean that one service is right and all the others are liars," Mr. Glenn said. The problem rests in what kind of audience measurement will give the most useful information. Since the answer depends on individual needs, Mr. Glenn pointed out that for this reason there will always be a number of rating services.

Ohio Broadcasters Plan Sales Clinic in Columbus

ANNUAL sales meeting will be held Friday by the Ohio Assn. of Radio-Tv Broadcasters in the Neil House, Columbus. Robert D. Thomas, WNBS-TV Columbus, is chairman of the convention committee. The program includes both radio and tv speakers.

Radio speakers include Ralph Brent, WIP Philadelphia, and Robert Fehlman, WHBC Canton. Victor A. Sholis, WHAS Louisville, will moderate a sales panel. Tv speakers include John Heiskell, Ohio Bell Telephone Co.; Ken Fleming, chief timebuyer, Leo Burnett Co., Chicago; Norman Gittleston, WJAR-TV

Providence, R. I.; Terrence Clyne, senior vice president, Biow Co., New York, and Earl Moreland, WMCT (TV) Memphis.

The two units will join for a luncheon to be addressed by Charles F. Rosen, executive vice president of W. B. Doner Co., Detroit. Gordon Eldredge, advertising manager of Ford Motor Co., will address a joint radio-tv session.

Radio Pioneers Plan Meet At Toots Shor's Oct. 27

FIRST regular fall meeting of the Radio Pioneers will be held the evening of Oct. 27 at Toots Shor's in New York under the joint auspices of the national body, headed by Arthur B. Church of Kansas City, and the New York chapter, of which Frank Silvernail, BBDO, is president.

Lowell Thomas will be one of the masters of ceremonies and he along with Raymond A. Heising and Lloyd Espenschied will receive citations awarded them by the Radio Pioneers at the annual meeting in Chicago last spring. During the meeting there also will be a salute to Charles Butterfield, who will retire early next month after 25 years as radio-tv columnist there for Associated Press.

A large delegation of members of the National Assn. of Educational Broadcasters is expected to attend the meeting. The NAEB holds its annual convention in New York the end of this month.

Kiwanis Backs Drive To Commend Radio, Tv

NEARLY 4,000 Kiwanis clubs in the U. S., its territories and Canada are being asked by Kiwanis International to participate in National Radio & Television Week Nov. 7-13 and to pay tribute to local stations.

Don E. Engdahl, Kiwanis International president, has urged clubs to use tie-in material contained in a "Kiwanis Radio & Television Appreciation Kit" for the observance or to hold "appreciation" meetings at the local level. The purpose is to commend stations for their contribution to "freedom of speech" and thank broadcasters for past cooperation on Kiwanis public service community projects.

The kit sent to clubs contains a fact sheet with suggestions for setting up radio-tv appreciation committees, radio-tv announcements, news releases and factual radio-tv data. Spots salute stations as "good citizens, champions of free expression and guardians of our liberty."