

on an average day and average week basis for telephone homes in all cases where there is no problem of non-response." At present, it was explained, there is not enough evidence to show the effect of non-response. The problem will be studied further in a pilot study, should the Tv Board endorse the project following the autumn regional meetings. These meetings will be open to both member and non-member broadcast stations.

The full Audit Circulation Committee recommended that NARTB continue to support inclusion of television penetration questions in current population and business surveys planned by the U. S. Census Bureau. Campbell Arnoux, WTAR-TV Norfolk, Va., is chairman of the audit tv group. E. K. Hartenbower, KCMO Kansas City, represented the Radio Research Committee.

Both the Tv Board, which met Wednesday, and the Radio Board, which met Thursday, endorsed a plan to name an eight-man *ad hoc* committee to study the organization of NARTB conventions following the 1958 industry meeting in Los Angeles. The radio directors went a step further by recommending that the committee review the programming and organization details of regional meetings following the 1957 sessions.

The Tv Board commended a report of the Tv Code Review Board, reviewing monitoring activities (story, page 55). It went over plans for National Television Week, Sept. 8-14.

At the Thursday Radio Board meeting, A. Prose Walker, NARTB engineering manager, reviewed progress of efforts to obtain FCC permission to extend remote transmitter privileges to all radio stations. George C. Hatch, KALL Salt Lake City, reported as chairman of the Radio Transmission Tariff Committee on the impact of technical and economical changes in the reappraisal of AT&T line charges.

Worth Kramer, WJR Detroit, demonstrated oral identifications proposed for use by stations subscribing to the Standards of Good Radio Practice. He is chairman of a committee that will review both aural and visual identification symbols for the winter board meeting. Charles H. Tower, NARTB manager of employer-employee relations, discussed the proposal to exempt about 2,000 small market stations from provisions of the Wage-Hour law.

John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich., presided as chairman of the Tv Board. Tv directors attending the meeting were: W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Jos. E. Baudino, Westinghouse Broadcasting Co.; Payson Hall, Meredith Stations; C. Howard Lane, KOIN-TV Portland, Ore.; James D. Russell, KKTU (TV) Colorado Springs, Colo.; Harold P. See, KRON-TV San Francisco; J. J. Bernard, KTVI (TV) St. Louis; Henry B. Clay, KTHV (TV) Little Rock, Ark.; C. Wrede Petersmeyer, KOTV (TV) Tulsa, Okla.; Willard E. Walbridge, KTRK-TV Houston; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; Frank M. Russell, NBC-TV.

Merrill Lindsay, WSOY-FM Decatur, Ill., newly elected chairman, presided at the Radio Board meeting Friday. Board mem-



FIRST meeting of newly constituted NARTB Tv Code Review Board was held Monday in Washington, with all five members attending. Taking part were (seated, l to r), Mrs. Hugh McClung, KHSL-TV Chico, Calif.; William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman; Richard A. Borel, WBNS-TV Columbus, Ohio. Standing, Donald H. McGannon, Westinghouse Broadcasting Co. and Roger W. Clipp, Triangle Stations.

bers attending were: Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N. Y.; James H. Moore, WSLR Roanoke, Va.; Hugh M. Smith, WCOV Montgomery, Ala.; F. C. Sowell, WLAC Nashville, Tenn.; Robert T. Mason, WMRN Marion, Ohio; Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLOP La Salle, Ill.; Raymond V. Eppel, KORN Mitchell, S. D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; Mr. Hatch; J. G. Paltridge, KROW Oakland, Calif.; Robert O. Reynolds, KMPC Hollywood; Thomas C. Bostic, KIMA Yakima, Wash.; John M. Outler, WSB Atlanta; Harold Hough, WBAP Fort Worth; Todd Storz, KOWH Omaha, Neb.; J. Frank Jarman, WDNC Durham, N. C.; J. R. Livesay, WLBH Mattoon, Ill.; William C. Grove, KFBC Cheyenne, Wyo.; Ben Strouse, WWDC-FM, Washington, D. C.; Robert Eastman, ABC-Radio; Arthur Hull Hays, CBS-Radio; John B. Poor, MBS.

Representing NARTB at the Wednesday-Thursday separate meetings as well as at the combined board meeting Friday were President Harold E. Fellows; John F. Meagher, radio vice president, and Thad H. Brown Jr., tv vice president; Richard M. Allerton, research manager; Vincent T. Wasilewski, government relations manager; Messrs. Tower and Walker; Robert L. Heald, chief attorney; Donald N. Martin, public relations assistant to the president; Dan W. Shields, assistant to the tv vice president, and Thomas B. Coulter, assistant to the radio vice president, and Everett E. Revercomb, secretary-treasurer.

NARTB STUDY OF PAY TV ORDERED TO START SOON

PAID television service, poised to attempt a break-through into free tv broadcasting in Bartlesville, Okla., will make its bow this summer under the scrutinizing observation of professional research teams.

First to announce a fact-finding study of the wired pay-tv project in Bartlesville is NARTB. The association authorized an ex-

tensive before-and-after study, with the pre-service research to get under way as quickly as possible inasmuch as the wired programming is slated to start in August.

NARTB's Tv Board spent a substantial part of its Wednesday meeting exploring all the angles of paid television. After the meeting the board stated such systems "would force the public to pay to see what they now get free and have an especially bad effect for those who can least afford it."

The board adopted a resolution calling on association members to tell the public about "detrimental consequences" that would result if the FCC permits operation of pay-tv in the video band.

Newest development in the paid-programming situation is the association's research project in Bartlesville. NARTB's announcement merely said the board "authorized a fact-finding study of the Bartlesville, Okla., wired pay television project which reportedly will get under way late this summer."

It appeared at the weekend that the association will work swiftly to get this major project under way. First, it is expected a private research firm, Crossley, S-D Surveys Inc., will be retained to investigate the living and viewing habits in 1,000 or possibly 1,500 homes prior to entrance of programming service. A crash program would handle these interviews in a week, it was thought. The advance study would yield economic data on each home in the city. The data would show breakdowns of the families' way of daily living prior to the start of wired tv programming service.

After the wired service has been in operation long enough to justify a study of audience reaction to paid programming, comparative data will be obtained for a substantial segment of homes, possibly as many as 300. Selection of an original sample of, say, 1,500 homes out of the 7,800 in the city, it is thought, would yield at least 300 subscriber homes for the follow-up check. Thus the survey is expected to show how families feel about free and paid tv service, and what they think about the proposed \$9.50 monthly charge for wired programming.

Bartlesville is a high-income market (around \$7,000 per family per year). Large numbers of the residents of this oil-administration city hold executive or technical positions with major oil companies. A U. of Oklahoma survey indicates that the proposed \$9.50 monthly wired service fee is over three times the amount spent on movies by the average Bartlesville family. The wired service is being installed by Video Independent Theatres Co., owner of minority interest in KWTU (TV) Oklahoma City, tv permittees in Hot Springs, Ark., and Santa Fe, N. M., and operator of a chain of 230 movie houses and drive-ins in the Southwest [B*T, June 10].

In urging NARTB's members to start an "all-out campaign" to tell the public about "what it stands to lose if pay tv were authorized in the free television bands," the NARTB tv directors adopted a formal resolution. This reaffirmed NARTB's opposition "to proposals before the FCC which would permit the proponents of pay tv to move in