

household are contacted and in which data is collected from each individual, including his out-of-home listening."

The report offers suggestions for radio research inquiry though it does not prescribe a specific program of study.

### Radio Board Maps Campaign For New ASCAP Negotiations

An industry-wide move to study the music copyright situation will be started May 1 by radio stations. The radio copyright contract with ASCAP expires next Dec. 31, a year later than the just-renewed tv music pact.

Scene of the radio project will be the NAB annual convention in Los Angeles, which starts Sunday, April 27, and winds up the following Thursday, May 1. The plan resembles that of tv stations, which set up an industry-wide move during the 1957 NAB (then NARTB) convention.

The radio plan was announced last Wednesday during the NAB Radio Board meeting in Phoenix, Ariz., by Merrill Lindsay, WSOY-FM Decatur, Ill., radio chairman. He said the board has set aside time for an all-radio industry discussion of music licensing. All radio stations are invited to attend, whether or not they belong to NAB.

The radio group decided to schedule a month-long coast-to-coast radio celebration to succeed last year's National Radio Week. The idea of a full month of events originated last spring in Philadelphia. May was selected for the 1958 celebration. NAB, Electronic Industries Assn., Radio Advertising Bureau and National Appliance & Radio-Tv Dealers Assn. will sponsor the event jointly.

The board heard a Washington legislative report by Vincent T. Wasilewski, NAB government relations manager, on proposals to overhaul the copyright law. He listed arguments on behalf of the present copyright notice on all documents and the 28-year copyright term. Douglas A. Anello, NAB chief attorney, reviewed radio legal problems and told of the threat of local advertising tax proposals.

A. Prose Walker, NAB engineering manager, discussed progress of the association's program for remote control of transmitters and automatic logging.

Reports were received by the board from these committee chairmen: finance, Alex Keese, WFAA Dallas; am, F. C. Sowell, WLAC Nashville, Tenn., and fm radio, Ben Strouse, WWDC-FM Washington.

### NAB Adopts Symbols For Radio Standards

NAB acted last week to broaden station and network adherence to the industry's rules of self-government—the Radio Standards of Good Practice and the Tv Code.

Meeting Wednesday at Phoenix, Ariz., the NAB Radio Board adopted visual and audio symbols of good practice for the use of stations and networks adhering to the standards.

The Tv Board, meeting Thursday, heard a review of Tv Code developments. The Tv Code Review Board reported it had monitored nearly 21,000 programs in the past

### NEW NAB BUDGET

A new NAB budget of \$974,000 was submitted last week to the NAB Joint Board of Directors, meeting in Phoenix, Ariz. (see page 60). The figure is \$22,000 above the budget for the current fiscal year, which ends March 31.

Net estimated income of \$995,000 includes radio (am and fm) station dues of \$570,770; tv, \$318,000; and sums from networks, associate members, the tv code, interest and miscellaneous sources. Excess of income over expenses is estimated at \$20,000.

The tv fund, separate from the general fund, anticipates net income of \$472,000, about \$6,000 above the current fiscal year. This is based on dues from 319 stations. Of the tv total, \$318,000 was allocated to the NAB general fund.

The budget specifies \$125,577 for the NAB Tv Code, about the same as the current sum.

year and timed a quarter-million individual commercials put on the air by two-thirds of the code subscribers in the past three years. The report was submitted by Edward H. Bronson, tv code affairs director, on behalf of William B. Quarton, WMT-TV Cedar Rapids, Iowa, code board chairman.

This year, Mr. Bronson said, the code board plans to check all remaining subscriber stations and to start a second round of checks. More attention will be given qualitative aspects of advertising as well as programming, he added. Only five of the 116 tv stations monitored in 1957 were found "in substantial disconformity" with the code, he reported. Of these, three agreed to change their policies and discussions are under way with the other two.

A shield incorporating a lightning streak and heraldic trumpet will be used as visual identification of adherence to the radio standards, the Radio Board decided. It will be supplied in plaque form and mats will be provided for use on letterheads and promotional material. Worth Kramer, WJR Detroit, chairman of the committee that developed the symbols, said an audio symbol had been devised "to be as synonymous with the visual as possible." The audio symbol includes music arranged and orchestrated by Percy Faith of CBS. The music is martial and heraldic in nature.

The visual radio symbol includes the association's name and the legend, "A Good Practices Station." The audio symbol will be provided with music alone so stations can produce an announcement using their own announcers. Promotion kits will be sent stations that sign a radio standards pledge.

The pledge specifies adherence to the principles of the standards in operation of stations, display of the visual symbol and broadcast of the audio symbol, and loss of display and broadcast rights in case of resignation from NAB or voluntary deci-

sion not to abide by the principles of the station.

On the symbols committee with Mr. Kramer were Carleton Brown, WTVL Waterville, Me.; Frank Gaither, WSB Atlanta, and Cliff Gill, KBIG Avalon, Calif.

### Outgoing NAB Directors Honored at Phoenix Meet

Three members of the NAB board ineligible to run for re-election when their terms expire in April were guests of honor at a reception held Thursday by the directors at their Phoenix, Ariz., meeting. They were John M. Outler Jr., recently retired from WSB-AM-TV Atlanta; W. D. Rogers Jr., KDUB-TV Lubbock, Tex., and James H. Moore, WSLs Roanoke, Va.

Three directors were absent from the Phoenix board meeting, including Robert Eastman, ABN; Paul Roberts, MBS, and Frank M. Russell, NBC-TV. E. J. DeGray, ABN, substituted for Mr. Eastman. Robert S. Hurleigh, MBS Washington, sat in for Mr. Roberts, and Charles R. Denny, NBC's Radio Board member, filled in for Mr. Russell on the Tv Board.

Other board members at Phoenix were: Radio Board—Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N. Y.; Donald W. Thornburgh, WCAU Philadelphia; 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, WLPO La Salle, Ill.; Ben Sanders, KICD Spencer, Iowa; Ray Eppel, KORN Mitchell, S. D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; George C. Hatch, KALL Salt Lake City; J. G. Paltridge, KABC Los Angeles; Robert O. Reynolds, KMPC Los Angeles; Tom Bostic, KIMA Yakima, Wash.; Harold Hough, WBAP Fort Worth; J. Frank Jarman, WDNC Durham, N. C., board vice chairman; Todd Storz, Storz Stations; William C. Grove, KFBC Cheyenne, Wyo.; J. R. Livesay, WLBH Mattoon, Ill.; Ben Strouse, WWDC-FM Washington; Merrill Lindsay, WSOY-FM Decatur, Ill., board chairman; Arthur Hull Hayes, CBS Radio.

Tv Board—John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman; Henry B. Clay, KTHV (TV) Little Rock, Ark.; C. Wrede Petersmeyer, Corinthian Stations; J. J. Bernard, KTVI (TV) St. Louis; Willard E. Walbridge, KTRK-TV Houston; Joseph E. Baudino, Westinghouse Broadcasting Co.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; Harold P. See, KRON-TV San Francisco; James D. Russell, KKTU (TV) Colorado Springs; Alfred Beckman, ABC-TV, and William B. Lodge, CBS-TV.

### VOD Winners to Visit Capital

The 52 state and territorial winners for the 11th annual Voice of Democracy script-writing competition, selected from over 750,000 high school entrants, will be taken to Washington Feb. 8-11 for a four-day all-expense tour of the Nation's Capital. The four national co-winners will be announced