All-Industry Radio Committee Has First Huddle with ASCAP

The All-Industry Radio Music License Committee and ASCAP representatives had their first meeting in negotiations for new licenses last Thursday (Nov. 6), exchanged differing viewpoints and agreed to meet again Dec. 3.

Robert T. Mason of WMRN Marion, Ohio, chairman of the all-industry group, said the committee told ASCAP that radio must have a "sharp decrease" in fees and "substantial improvement" in the terms of ASCAP licenses.

In support of its position, Mr. Mason said, the committee cited substantial decreases both in station revenues from music programs and in station income since the licenses were renewed some 10 years ago. ASCAP's position, on the other hand, was reported to be that it is dissatisfied with the rates radio now pays for its music and wants them improved.

Current ASCAP radio contracts expire, for most stations, on Dec. 31 of this year. In effect since 1941, the rate for stations is 2.25% of net time sales for a blanket license to use ASCAP music locally. The network rate is a little higher—2.75%.

All-industry committee members at the ASCAP meeting were Chairman Mason; George W. Armstrong of Storz Broadcasting, vice chairman; Richard D. Buckley, WNEW New York and Metropolitan Broadcasting Corp.; Robert D. Enoch, WXEL Indianapolis; Herbert E. Evans, Peoples Broadcasting Corp.; Bert Ferguson, WDIA Memphis; J. Allen Jensen, KSL Salt Lake City; Herbert Krueger, WTAG Worcester, Mass.; William S. Morgan Jr., McLendon Stations; Leslie H. Peard Jr., WBAL Baltimore; Elliott M. Sanger, WQXR New York; Calvin J. Smith, KFAC Los Angeles; Sherwood J. Tarlow, WHIL Boston, and Jack S. Younts, WEEB Southern Pines, N. C. Also on hand were Emanuel Dannetti, general counsel to the committee, and his partner, William W. Golub.

The ASCAP group consisted of Paul Cunningham, president; Herman Finkelstein, counsel; Jack Bregman, Jules Colins, Max Dreyfuss, George Hoffman, Richard F. Murray, Herman Starr and Ned Washington.

Ruben Series in 22 Markets

Within three weeks of releasing Stranger Than Science, G. A. Ruben Productions, Indianapolis, reports it sold the 26-episode package of 15-minute shows to 22 radio stations. The series, taken from former news commentator Frank Edwards' book Strangest of All, is carried fully-sponsored on such outlets as WGST Cypress Gardens, Fla.; WSB Atlanta, Ga.; WOWO Fort Wayne, Ind., and WFBM Indianapolis. Next year Ruben, again with Mr. Edwards, will release a Mysteries of Outer Space series.

Blumberg, Smolin to Allied Div.

Allied Record Manufacturing Co. (recording, tape duplication, program production), Hollywood, has made appointments in the Allied Div. of its newly-acquired American Sound Corp., Belleville, N. J. Walter Blumberg, with RCA for the past six years as service manager and in commercial sales, has been named eastern sales manager of the new Allied division. Alvin Smolin, assistant manufacturing supervisor, Columbia Records, Bridgeport, Conn., has become Allied Div. manufacturing head.

Radio Press Out for Am Clients To Supplement Initial Fm Group

Radio Press, New York, a "voiced" news service for independent and network radio stations announced last summer [Program Services, Aug. 25] and in operation since Oct. 6, has begun bidding for am station clients for the first time.


In a sales letter, George Hamilton Combs, Radio Press president, explains that service provides daily as well as break-of-day coverage of foreign, Washington and national news which at the station's option can be divided into quarter hours or 12 five-minute segments, and through the facilities of line, tape or fm.

The service claims more than 4,000 strings of news in 90 countries and a nucleus staff of "expert newsmen" with bureaus located at points in Europe, at Washington and in the Far East.

Radio Press also provides such services as sales calls on New York representatives, preparation of special sales promotion material and sample tapes and disc for representative salesmen.

Meighan VTR Production Firm Leases New York Theatre Space

The latest move in the rapidly expanding videotape field comes from Videotape Productions of New York Inc., which announced last week it is closing a deal to lease the Century Theatre there for an all-VTR production center. Guiding hand of the new firm is Howard Meighan, president, who until last March was CBS-Television Allied Div. vice president.

The Century, described as having one of the largest stage areas in the East, has been used as a tv studio by NBC-TV for the past four years. It is located on Seventh Ave. between 58th and 59th. Initially, at least, the new operation will concentrate on commercials.

Mr. Meighan first announced his intention to go into the VTR field when he left CBS last spring. At the time he said other videotape operations were planned for the West Coast and Midwest, but moves in those directions apparently will follow the New York plans. The target date in New York is Dec. 1.

Ampex Corp., which developed and markets the VTR-1000, standard unit in the field, will have a 45% interest in Videotape Productions of New York, and its president, George I. Long, will be a member of the board. Headquarters of firm remain in Los Angeles.