

AGAIN!

NIELSEN SAYS

CHANNEL 3 KTBS-TV

DOMINATES THE SHREVEPORT MARKET

Here are the NCS #3 ratings:

Total Homes in Area
 KTBS-TV 369,300
 Sta. B 321,400

Total TV Homes in Area
 KTBS-TV 249,780
 Sta. B 221,420

Monthly Coverage
 KTBS-TV 199,470
 Sta. B 179,680

Weekly Coverage
 KTBS-TV 193,970
 Sta. B 175,150

Weekly Daytime Circulation
 KTBS-TV 169,320
 Sta. B 154,500

Daily Daytime Circulation
 KTBS-TV 121,010
 Sta. B 113,900

Weekly Nighttime Circulation
 KTBS-TV 192,080
 Sta. B 173,240

Daily Nighttime Circulation
 KTBS-TV 150,130
 Sta. B 140,850

Specify KTBS-TV with dominant Nielsen and dominant ARB... the best buy in Shreveport! See your Petyr man.

KTBS-TV
 SHREVEPORT, LOUISIANA

E. Newton Wray
 Pres. & Gen. Mgr.

NBC
ABC

*N.E.S. No. 3, Spring, 1958
 A. C. Nielsen Company

PROGRAM SERVICES

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 committeemen 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, WXLW 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 Dannett, general counsel to the committee, and his partner, William W. Golub.

The ASCAP group consisted of Paul Cunningham, president; Herman Finkelshtein, counsel; Jack Bregman, Jules Collins, 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 WGTO 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.

RP's service is carried on WNCN-FM New York, WBCN-FM Boston, WXCN-FM Providence, WHCN-FM Hartford, Conn., and WMTW-FM Mt. Washington.

In a sales letter, George Hamilton Combs, Radio Press president, explains that the service provides daily at least an hour 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 stringers 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-TV Western 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.