

movement took part in the Dec. 11-12 conference, directed by Dean Earl English of the school. It was co-sponsored by the university and the mid-Missouri chapter of Sigma Delta Chi.

Murray Snyder, assistant secretary of defense, said military leaders are deeply concerned over the vast amount of information made available to the public and other nations. He said he knows of no important military man who favors censorship in peacetime but added that national security must be protected.

Samuel J. Archibald, staff administrator for the House Government Information Subcommittee, said there still is a "paper curtain hiding official actions in Washington." He anticipated friction between Congress and the executive branch over executive claims of constitutional power to impose secrecy. He said a bill enacted by Congress last August sought to remove any secrecy authority from a 189-year-old statute giving department heads the power to run their offices but said there aren't any signs that public records have since been turned loose by bureaucrats.

Chicago's 17 Am, Fm Stations Act on McGannon Promotion Idea

A kickoff date of Dec. 22 has been set by Chicago am and fm stations for an aggressive institutional "sell radio on the air" campaign.

The idea for the drive stemmed from a suggestion by Donald H. McGannon, president of Westinghouse Broadcasting Co., at last month's Broadcasters Promotion Assn. convention in St. Louis [TRADE ASSNS., NOV. 24].

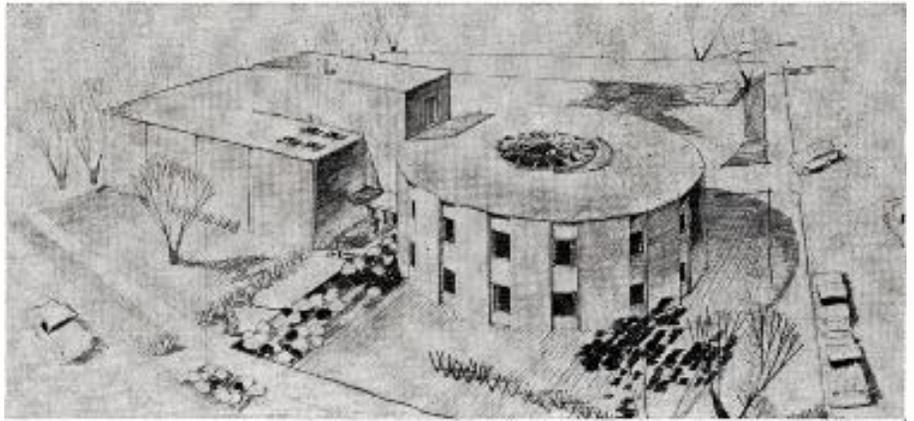
Agreement by Chicago's 17 area radio outlets was reached at a meeting held by Westinghouse's WIND in that city. Purpose of the campaign is to "build interest in radio as a selling medium." Promotion kits prepared by WBC include air spots, consumer advertisements, envelope stuffers and basic radio statistics.

Webb Blames Spot Radio Decline On Dual Pricing, Network Rates

"Bargain basement" prices being offered by radio networks and the double rate structure employed by "so many stations throughout the country" were cited Wednesday (Dec. 10) by Lawrence Webb, managing director of the Station Representatives Assn., as foremost reasons for the further decline of spot radio billings, especially in smaller markets. Mr. Webb reported national spot radio suffered a decline in the third quarter of this year with a loss of \$1,544,000 over the same period of 1957.

Estimated figures for the third quarter totaled \$43,085,000, compared to \$44,629,000 for the same quarter last year. They were compiled for SRA by Price Waterhouse Co.

Gross time sales for the first nine months of 1958 were estimated to total \$136,639,000, an increase of 4% over the \$131,397,000 for the first nine months of 1957. But preliminary figures for October and November, Mr. Webb said, indicate a further decline in the use of national spot



CONTRASTS in shapes feature in the design of the \$288,000 Tribune-WFHR Wisconsin Rapids, Wis., building, scheduled for occupancy next fall. Studios and offices of the radio station and offices of affiliate *Wisconsin Rapids Daily Tribune* will be in the round building. The rectangular construction will house the newspaper's mechanical department. A three-story building connects the two. Including equipment, total investment at the South First Ave. site represents \$580,000.

radio advertising and final figures for the entire year "may run slightly behind 1957, when total estimated sales were \$183,097,000."

Mr. Webb said that until such time as stations establish a clear-cut one-rate policy, "or at least a sound workable policy with regard to a local or retail rate, radio advertising will never reach its maximum potential, even though advertisers know it is one of the greatest means of communication this country has ever known."

WIRL Puts Strong Spotlight On 7-week Caterpillar Strike

WIRL, Peoria, Ill., claims part-credit for breaking the seven-week strike deadlock at Caterpillar Tractor Co. The strike was called Oct. 9, and affected not only Peoria but neighboring Morton and Decatur, Ill., as well as York, Pa., where Caterpillar maintains plants.

WIRL went on the air thrice weekly with hourly, two-minute editorials, taking no sides but urging conciliation. The station broadcast man-on-the-street interviews with spokesmen of both labor and management, following this up by covering negotiations in Chicago. Reporter George Barrette parked outside the conference suite, delivering 30 telephoned reports to WIRL listeners. Before the settlements, Mr. Barrette (former executive editor of the *Peoria Journal-Star*) predicted it would come by Nov. 27 with a return to work at Peoria the following Monday (Dec. 1).

The prediction came true, and WIRL says it scooped competitors by at least 30 minutes with the announcement of the strike's settlement.

KOMA Joins NBC With Splash

Special pickups from NBC newsmen in New York, London, Cairo and Moscow were piped into a luncheon meeting staged in Oklahoma City last Tuesday to mark the affiliation of Todd Storz' KOMA Oklahoma City with NBC Radio. [NETWORKS, Dec. 1]. The network's 1 p.m. newscast, featuring Morgan Beatty, also originated from the

luncheon, attended by some 200 business, educational, civic and social leaders. Matthew J. Culligan, executive vice president in charge of NBC Radio, arranged for the features and also was a principal speaker.

WTIG Offers Broadcast Time For Southern Integration Views

Rep. John Bell William (D-Miss.) Thursday (Dec. 11) promised that WTIG Massillon, Ohio, would be taken up on an offer to air both sides of the integration question. In a recent interview telecast by WDSU-TV New Orleans, Rep. Williams stated that many radio and tv stations are guilty of using a "propaganda curtain" to shut out news about the South's position on civil rights.

Hearing of the congressman's statement, Richard J. Scholem, co-manager of WTIG, wrote the station "has been active in editorializing for integration, equal treatment and human rights over states' rights." He said, however, that WTIG would be glad to give the other side of the controversy "if there is any substance in the South's present position." Rep. Williams said WTIG would be offered a series of programs outlining the position of opponents of the Supreme Court's 1954 integration decision.

Music-News Stations Show Badly In Study of Housewives for WOR

Another salvo in the battle between "music and news" and "varied programming" stations will be fired this week when WOR New York releases results of a special survey by The Pulse Inc., which indicates that New York housewives prefer varied programming outlets by a substantial margin.

The study, conducted by Pulse last March-April among 1,081 housewives in the 17-county New York metropolitan area, sought to determine both the listening and shopping habits of respondents.

The survey shows in regard to shopping habits that housewives shop in food and grocery stores throughout the week, rather than merely weekends; more than twice as many housewives listen to radio as read newspapers prior to going shopping; varied