# NAB MEET ASSESSES RADIO TODAY

Am broadcasters are enjoying rising audiences and income in many areas but they're coping with recession leftovers, occasional spot declines, network problems, and intense local competition.

This generally optimistic roundup of radio trends was gathered at the Dec. 11 meeting of NAB's Am Radio Committee, held in Washington. F. C. Sowell, WLAC Nashville, Tenn., presided as committee chairman.

The committee went into such industry matters as liquor advertising, revision of FCC forms, promotion of the am medium and copyright negotiations.

NAB's board, which meets Feb. 2-6 in Hollywood Beach, Fla., was asked by the committee to reaffirm its position opposing the advertising of hard liquor on the air.

Reviewing the problem of FCC license renewal forms, the committee urged the association to ask the Commission to give broadcasters an extra two months to study proposed changes in the forms [CLOSED CIRCUIT, Dec. 8]. Committee members felt individual broadcasters haven't had a chance to study these changes. John F. Meagher, NAB radio vice president, announced NAB would reprint the revisions and send the material to member stations. Replies are due Jan. 19, but a 60-day delay would extend the deadline date into mid-March. Vincent T. Wasilewski, NAB government relations manager, described the proposed license form changes.

An account of ASCAP and BMI radio copyright negotiations was phoned to the committee from New York by Jack Younts, WEEB Southern Pines, S. C., a member of the All-Industry Music License Negotiating Committee.

NAB's Radio Standards of Good Practice program has attracted 600 stations that have pledged adherence, Mr. Meagher said. He gave a review of tentative plans for the 1959 NAB convention to be held March 15-19 at the Conrad Hilton Hotel, Chicago, and reported on the series of eight NAB fall conferences that ended Oct. 28 in Washington.

An analysis of 1959 convention wishes of some 400 radio members is being compiled by NAB and will be submitted to the NAB Convention Committee when it meets tomorrow (Dec. 16) at NAB Washington headquarters.

Donald N. Martin, NAB public relations assistant to the president, reported on observance of Radio Month in 1958. The Am Committee endorsed the NAB Radio Board's decision to hold a monthlong radio observance in 1959, following the successful 1958 month. The committee urged radio members to use the NAB film "Hear and Now" in local organization meetings. Mr. Sowell said response to the NAB "Look for a Room With a Radio" campaign, aimed at travelers, has been excellent.

Charles H. Tower, NAB broadcast economics-personnel manager, said the association will decide shortly whether to hold a Broadcast Management Seminar at the Harvard Business School. He said 85 broadcasters have definitely indicated they will attend if the course is offered next July and another 85 have voiced interest. Frederick H. Garrigus, NAB manager of organizational services, outlined the long-range plan of the Assn. for Professional Broadcast Education to upgrade college broadcast curricula.

New tax exemptions for broadcasters, granted under the 1958 Excise Law revision, were explained by Douglas A. Anello, NAB chief attorney.

FCC has authorized remote control for 10 directional and four 50 kw nondirectional stations, according to A. Prose Walker, NAB engineering manager. He predicted more authorizations will be granted. NAB has been working in Washington with Minneapolis Honeywell and WTOP on automatic logging experiments. Prototype equipment is being rebuilt to log fm and tv transmission records as well as am.

Mr. Walker said NAB is studying technical standards for measurement of power-line interference to be used in discussions with power companies.

The committee was given reports on NAB radio research and radio transmission tariff activities.

Attending the meeting, besides Chairman Sowell, were Gerald Bartell, Bartell Family Radio; Grover Cobb, KVGB Great Bend, Kan.; Harold Krelstein, WMPS Memphis; Vernon Nolte, WJBC Bloomington, Ind.; Jerome Sill, WFPG Atlantic City, N. J.; Todd Storz, Storz stations; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Edward DeGray, ABC; Arthur Hull Hayes, CBS; Charles W. Godwin, MBS, and P. A. Sugg, NBC.

NAB participants included President Harold E. Fellows; Richard A. Allerton, research manager, and Thomas B. Coulter, assistant radio vice president.

## Nothing Sacred About 7-9 A.M. In Advertising Foods—Sweeney

One of the "erroneous pre-conceptions" of agencies buying time for a food product is the "must-buy 7-9 a.m. philosophy," Kevin Sweeney, president of the RAB, declared last Thursday (Dec. 11) in a talk before the Television Radio Advertising Club in Philadelphia.

Mr. Sweeney said RAB had conducted new research on the subject, and asserted:

"The first of our studies on the listening habits of the purchasers of various types of foods, in this case frozen food, shows that the admittedly precious 7:30-8 a.m. period winds up 15th among the 24 half-hour segments between 6 a.m. and 6 p.m. The 3-3:30 p.m. period is almost 20 times as valuable for reaching actual purchasers of these foods as 7:30-8 a.m."

## Radio Downtown Shops' Weapon In Battle With Suburban Trend

Suburban shopping developments are being blitzed by radioactivity — radio campaigns sponsored by various downtown shopping associations in an effort to reverse a modern merchandising trend. According to Radio Advertising Bureau's latest study of how 16 of these "downtown" associations are "fighting back" suburban shopping competition, radio is the vital ingredient—taking anywhere from 33 to 100% of the ad budget.

For example, downtown Tulsa Unltd., comprised of 250 member stores, annually spends $20,000 (via a radio personality dubbed "Don Towne") to combat 18 suburban shopping centers, finds its sales 11% higher at a time when downtown shops usually are experiencing sales slumps. Another RAB case-in-point: The commercial development fund of Greater Paterson Chamber of Commerce (Paterson, N. J.) which allocates 75% of its budget in 'round-the-clock radio announcements, also "merchandises" the radio campaign by staging allied promotions, in one instance found sales rocketing 500%.

Copy in these association ads usually stresses transportation conveniences, parking facilities and wide selection of merchandise. The downtown promotion division of Merchants Assn. of Indianapolis tells listeners "if you're buying a hat, you'll find 25,000 downtown." Radio also helps win new converts; for instance, a Brockton, Mass., "downtown drive" has won new converts to the medium—stores that hadn't ever used radio before.

RAB is making available to members case histories of these campaigns.

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