

ABC RADIO IS GOING TO COST MORE

Rate hike effective with new program schedule in October

ABC Radio has prepared a new rate card to go with the new programming image it displayed to its affiliates last week.

Network rate increases ranging in some cases up to about 60% are slated to go into effect Oct. 1. They will be partially balanced off by a new discount structure designed to encourage volume orders. The new card also is premised on 100% station clearance, as opposed to 75% under the current card. Advertisers will be rebated on a pro rata basis for any stations not carrying their orders.

Showpiece ■ The rate changes coincide with the Oct. 3 start of *Flair*, the 55-minute afternoon strip which is the showpiece of "the new ABC Radio" (BROADCASTING, June 6 *et seq.*). *Flair* and other elements of the new programming, aimed basically at the young-housewife audience, are being outlined to ABC Radio affiliates in a series of regional meetings that started last week. Robert R. Pauley, vice president in

charge of ABC Radio, heads the network delegation at the meetings.

ABC officials said affiliates were "enthusiastic" about both *Flair* and the other plans, including additional emphasis on news, public affairs and sports, greater use of the *Breakfast Club* to showcase new talent, local selling in sustaining network news shows preceding the hour, and cancellation of four commercial religious programs to open up more local programming time on Sunday afternoons.

In the new rate card, the 60-second charge in *Breakfast Club* goes from \$1,100 gross for time and \$300 for talent, to \$1,300 for time and \$300 for talent. In news and sports programs, five-minute segments (allowing 1:15 minutes for commercials) go from \$800 plus \$200 to \$1,100 plus \$200; 60-second announcements go from \$550 plus \$200 to \$1,000 plus \$200, and 30-second announcements go from \$350 plus \$150 to \$600 plus \$100. Co-sponsorships (alternating 60's and 30's) go

from \$650 plus \$100 to \$750 plus \$100. In *Flair*, 60 seconds are \$1.100 plus \$300 and 30 seconds are \$660 plus \$150. These figures are gross, minimum-buy rates—before discounts.

A new discount—based on weekly dollar volume—is being added to the current frequency discount. The new dollar-volume discounts range from 3% for expenditures of \$2,000 a week to 20% for \$17,000 or more per week.

The current 10-second announcement (at \$205 plus \$50 for talent) is deleted in the new rate set-up.

'Flair' ■ Officials said the approximately 50 affiliates at the opening regional meeting, Monday in New York, not only hailed *Flair* as an important new network program, but indicated in many cases that they hoped to produce local versions of the show. It consists of short features (none more than 90 seconds long) with name personalities, interspersed by popular recordings. Actor-comic Dick Van Dyke is host and the features include such personalities as New York Restaurateur Toots Shor on table manners, Audrey Meadows with beauty tips, Gussie Moran on the women's view of sports, Hans Conried, Jean Carroll, Yul Brynner. Steve Lawrence, Boris Karloff and ABC newsmen in light reports from Paris, Cairo, London, Tokyo and Hollywood.

The program—described as "the one route out of straight music and news"—will be fed to the network at 1-1:55 p.m. and 2-2:55 p.m. Monday through Friday and stations may carry it whole

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WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D. C.—ST 3-4341.

MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—Financial 6-6460.

SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Hearley Building, Atlanta, Georgia—JACKSON 5-1576.

WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

Changing hands

ANNOUNCED ■ The following sales of station interests were announced last week, subject to FCC approval:

■ KXOX St. Louis: Sold by Elzey Roberts Jr. and C.L. Thomas to Todd Storz for \$1.5 million cash. handled direct. KXOX Broadcasting Inc. will be liquidated and Storz purchases all assets, including real estate. KXOX operates on 630 kc with 5 kw. Other Storz stations are WHB Kansas City; WTIW New Orleans; WDGW Minneapolis-St. Paul; WQAM Miami and KOMA Oklahoma City.

■ KTKT Tucson, Ariz.: Sold by Copper State Broadcasting Co. to Leland Bisbee Broadcasting Co. (KRUX