

ton headed the AAAA delegation, which also included Richard A. R. Pinkham of Ted Bates & Co.; William J. Colihan Jr., Young & Rubicam; William Hylan, J. Walter Thompson Co., and Robert Foreman, BBDO.

Among the advertiser participants, led by ANA President Peter Allport, were Douglas Smith, S. C. Johnson & Son; Sam Thurm, Lever Bros.; Edwin Ebel, General Foods; Edouard Genock, Eastman Kodak; E. P. Zorbian, Vick Chemical; John W. Burgard, Brown & Williamson, and Paul Huth, Procter & Gamble.

Clair McCollough of the Steinman Stations headed the TV code board participants, while Mr. Collins; Vincent Wasilewski, executive vice president, and Mr. Bell headed an 11-man delegation from the NAB staff.

## RAB announces fall conference schedule

Dates and places for the Radio Advertising Bureau's fall management conferences were set by the RAB board at its midyear meeting May 22. Sept. 17-18, Tarrytown House, Tarrytown, N. Y.; Sept. 21-22, Homestead, Springs, Va.; Sept. 28-29, Far Horizons, Sarasota, Fla.; Oct. 1-2, Hyatt House, San Francisco; Oct. 8-9, Western Hills Lodge, Wagoner, Okla. (near Tulsa); Oct. 12-13, Hotel Moraine, Chicago, and Oct. 15-16, Northland Inn, Detroit.

The RAB board also named George Armstrong of Storz Stations to fill the board seat vacated some months ago by the resignation of F. H. Brinkley of Ottawa Stations, Campbell Hall, N. Y. Roger W. Clipp of the Triangle Stations, already a board member, was named to Mr. Brinkley's place on the executive committee of the board.

A new nominating committee was formed, consisting of Wendell Mayes, KBWD Brownwood, Tex., chairman; Paul F. Braden, WPFB Middletown, Ohio; Bert Ferguson, WDAI Memphis; Frank P. Fogarty, WOW Omaha, and Robert F. Hurleigh, Mutual.

Victor C. Diehm, WAZL Hazleton, Pa., RAB board chairman, reported that the board commended the RAB management, under President Edmund C. Bunker, for "efficiency and leadership" and also paid tribute to Mr. Brinkley on his retirement from the board.

In detailing plans for the fall management conferences Mr. Bunker reported that a new format would be introduced, with a number of sessions at each conference split up according to market size, so that there can be closer contact among broadcasters involved in similar market situations.

## Holmes acquires Ohland/Robeck

Roy H. Holmes, sales manager of Ohland/Robeck, New York, FM station representation firm, last week announced his acquisition of that company. It will now be known as Roy H. Holmes & Co. Mr. Holmes also announced a number of new executive appointments.

Holmes & Co. will take on representation of the 53 Market 1 Network stations formerly handled by Ohland/Robeck. Eight of these stations simulcast with AM affiliates and also are represented by Holmes.

Mr. Holmes said group buys would be organized in addition to the present "FM Top 10," which encompasses the 10 largest markets in the country, and the "New York FM Network," consisting of 10 FM's in that state.

The company also has organized a production division to supply "quality" music programming to its stations.

Holmes & Co. headquarters remain at 230 Park Avenue, New York, with regional offices at Atlanta, San Francisco, Chicago, Cincinnati, Cleveland and Detroit.

Personnel joining the organization: Roger C. Whitman, former advertising manager and director of public relations for the Bristol-Myers Products Division, in program sales and production; Walter J. Keane, business manager, Roy Bloch Organization, for finance and development of programming; Norman Kudlick, formerly account executive, Heritage Station group, FM salesman; Jerome Smilo, formerly with NBC Radio, programming, and Michael Sweeney, independent FM representative, time and program sales.

## Where does clutter bother the most?

A major study of viewer reaction to television clutter is being blueprinted by the research staff of the National Association of Broadcasters. The idea is to find out just what irritates viewers—commercial content, interruptions, unpredictability of interruptions, loudness, credits, billboard crawls, etc.

The study was approved by the NAB's television code review board at its meeting two weeks ago (BROADCASTING, May 25) and the researchers are now drawing up a plan to present for approval to the next board meeting in September.

The NAB's code authority wants to use stations in selected markets to test

## Politicians can clutter

Broadcasters during the current political season do not have to count paid political announcements as commercials in conforming with the time standards of the National Association of Broadcasters' code authority.

The change, proposed by Howard H. Bell, director of the authority, was approved by the TV code review board last month (BROADCASTING, May 25). The waiver of the political spots became effective last week following an affirmative mail referendum vote of the radio code board.

Approval of the decision by the parent radio and television boards was not necessary, an NAB spokesman said, because the action is a waiver, not a code amendment.

different ways of presenting commercials, and to test the clutter irritation generated in different program formats. An independent research firm probably will be used to plumb the viewing public before and after the clutter tests.

One major broadcaster at the code board meeting, Lawrence H. (Bud) Rogers II of Taft Broadcasting Co., was understood to be so enthusiastic about the contemplated research that he offered to carry the tests on Taft television stations. Taft owns WKRC-TV Cincinnati, WTVN-TV Columbus, Ohio, WKYT-TV Lexington, Ky., WGR-TV Buffalo, N. Y., WDAF-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Part of the testing will center on viewer irritation with clutter in specific program formats—for instance, are commercials in the middle of movies more irritating because the films were made to be seen in one piece? At the suggestion of LeRoy Collins, NAB's president, a similar study of interruptions in news shows will be made.

## Saturation purchase of political coverage

American Savings and Loan Association, through Ross/Kauffman, Los Angeles, has started an unusual radio campaign involving sponsorship of over 200 hours of political campaign and election reporting on three Los Angeles radio stations, KABC, KNX and KHJ. The advertising campaign started last week