

Program clinics widely approved

Response among broadcasters to week of meetings may persuade NAB that service of this type is necessary

The success of four radio program clinics held by the National Association of Broadcasters in a one-week period indicates, it's believed, that NAB may undertake to continue to provide this service to members.

The clinics were held in Palo Alto, Calif.; Memphis, Omaha and Tarrytown, N. Y., beginning Sept. 18 and finishing Sept. 25. All were attended to a capacity of 125 which was the limit for each session.

The response was "tremendous," according to Sherril W. Taylor, NAB vice president for radio. Mr. Taylor noted further that each clinic elicited a high level of participation by broadcasters.

The clinics covered five main elements. These were:

- New trends in radio programing, a staff presentation of new programing ideas in capsule form, narrated by Hollis Seavey of the NAB staff. The ideas were discussed by Alfred E. Smith, Honig-Cooper & Harrington Advertising, San Francisco, in Palo Alto; George Painter, Colonial Coffee Co., in Memphis; Sam Zais, Tidy House Products, in Omaha, and Chet Harman, Post Shopping Center, Millford, Conn., in Tarrytown.

- Patterns in music, a panel at all four clinics, with Grover C. Cobb, KVGB Great Bend, Kan., moderator; Grahame Richards, Storz Broadcasting; William J. Kaland, Westinghouse Broadcasting, and David S. MacNeil, WCRB Boston.

- Radio news and editorials, with Elmo Ellis, WSB Atlanta, on news, and Richard D. Dudley, WSAU Wausau, Wis., on editorials.

- Commercial production, with Donald Zimmers, Commercial Recording Corp., Dallas, discussing techniques

used by stations which make their own commercials for local advertisers, at all four clinics.

- Talk and drama, with Ben Hoberman of KABC Los Angeles at all four sessions, and with Jack Wilson, ABC Radio, at Palo Alto and Tarrytown, and Jack Thayer, ABC Radio, at Memphis and Omaha.

Test Meetings ▪ The clinics were established as an experiment to see whether broadcasters are interested (BROADCASTING, Sept. 21, 7). The results of the four meetings will be analysed by the program study committee of NAB, and its recommendations will be passed on to the joint boards.

Joseph E. Baudino, Westinghouse Broadcasting Co., and Allan Page, KGWA Enid, Okla., are co-chairman of the group. Other members: John F. Dille, Jr., Communicana Stations (Indiana); Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.; Eugene S. Thomas, KETV(TV) Omaha, and Cecil Woodland, WEJL Scranton, Pa.

More longer news shows on TV than radio

The five-minute newscast remains the mainstay of radio stations while longer newscasts predominate on television, according to the results of a survey by the fact-finders committee of the Associated Press Radio and Television Association.

The survey showed that 35% of the AP radio station clients broadcast between 10 and 14 five-minute newscasts daily and 36% broadcast more than 14. In TV, 95% of AP member stations carried less than 10 five-minute newscasts daily.

Longer newscasts continue to be an

important factor for radio and are the backbone of television, the report stated. It noted that the number of 15-minute news broadcasts has remained virtually the same since the last APRTA survey in 1960.

The survey was conducted by a committee headed by Tom Fraley of WHO Dayton and drew 821 replies (706 from radio members and 115 from TV members). The AP serves approximately 2,500 broadcasters.

Others on the committee were Bob Miller, WVNR Beckley, W. Va.; Houston Roberts, WSM Nashville; George Volger, KWPC Muscatine, Iowa, and Ed Haddad, KPOL Los Angeles.

Nielsen reports audience for Democrats' convention

The television audience for the 1964 Democratic National Convention at Atlantic City totaled 42.5 million homes over the four-day coverage period. A. C. Nielsen data released last week indicated that television tune-in to the convention reached a high of 33.7 million homes on Aug. 26. The lowest one-day audience, 31.4 million homes, were recorded on Aug. 24 and 25.

Largest tune-in figure for a single event at the convention was 20 million viewing homes reported during President Johnson's address delivered Aug. 26.

The 42.5 million homes watching the Democratic convention viewed the proceedings for an average of 7 hours and 45 minutes.

A Nielsen analysis of the convention data explained that a larger audience for the Republican convention—43 million homes viewing for an average of eight hours and 22 minutes—could be attributed to the total length of the GOP convention, which outlasted its Democratic counterpart by 13 hours.

Democrats expand their voice news service

The Democrats are expanding their popular radio-television news service (BROADCASTING, June 1) in response to its 1,000 call-a-day patronage.

Regional centers, each served by three automatic Spotmasters, are being established in Chicago (312) 372-2021, and Los Angeles (213) MA 9-2521. As is the case with the Washington installation, stations may call these numbers and receive, for the cost of the call, recorded excerpts from speeches by prominent Democrats.

Nationally significant items will be transmitted to the new facilities by line from Washington.



This panel on "Patterns in Music" was heard at all four of the clinics. Shown (l to r) are Grover Cobb, KVGB Great Bend, Kan., moderator; David

McNeil, WCRB Boston; Grahame Richards, Storz Broadcasting, Miami; and William Kaland, Westinghouse Broadcasting, New York.