

Food, grocery products put \$350.1 million in tv to lead all advertising classifications for '63

New York—Twenty-two product classes increased tv expenditures last year, and 8 advertisers are among top 100 for first time in TVB's common classification report of estimated gross time sales for 1963.

Dollar-wise, groups were again led by food and grocery products, up 10.6 percent to \$350.1 million total, with other leaders: cosmetics-toiletries, up 15.8 percent to \$189.7 million; drug products, up 14.7 percent to \$177.9 million; tobacco products-supplies, up 13.2 percent to \$134.3 million.

Largest percentage increases were for transportation and travel, up 88.1 percent to 14.9 million; garden supplies, up 78.4 percent to \$2.4 million; stationery-office equipment, up 69.3 percent to \$3.6 million.

Eight advertisers on list for first time since its 1958 inception are: American Cyanamid, Shulton, American Motors, Sunbeam, General Cigar, Chrysler Dealers, Royal Crown, and Green Giant.

Pointers-in-the-wind? Clothing-accessories, up 52.2 percent, and amusements, up 56.8 percent—large increases, though dollar-expenditures

Henry urges more programing geared to teen audiences

New York—Always careful to avoid the heavy-handed "Vast Wasteland"-accusations of his predecessor, FCC chrmn E. William Henry gingerly suggested in an on-air appearance yesterday (19th) that broadcasters could and should do more in the area of teen-appeal programing.

Questioned by two teen-age science students, Eric Sundberg and Barbara Tepper, on ABC-TV's *Science All-Stars*, Henry noted that programs particularly for adolescents "are conspicuous by their absence, except for the limited kind that I've usually seen of the teenage dance party. I think for young people tv could do much more than it does now. I think this is one area where perhaps as much improvement can be made as in any other." Suggesting that ex-teenagers write their local stations and let them know they're interested in "better tv service," Henry also touched on science programing, said stations are doing some work in this area but "could well do more."

Honeywell sponsors the program, which was pre-taped at the NAB convention in Chicago and was one of Henry's rare video appearances.

were relatively low. Pet products spent \$2.5 million more on tv than clothing advertisers. Nine categories cut tv investments, notably household furnishings group (down 24.8 percent to \$5.5 million), as well as sporting goods-toys, radio-tv set manufacturers, and watch-jewelry advertisers, all down about 19 percent.

Natl. religious group urges denying 2 Southern Stations

New York — Jackson, Miss. tv stations WLBT and WJTV (both up for license renewal) have been charged with anti-Negro bias, over commercialization, and failure to provide adequate public service programing, in petition asking FCC to deny new licenses to both outlets, filed by United Church of Christ, national religious group.

Charges stem from continuous monitoring of programs from Mar. 1-7, according to Rev. Dr. Everett C. Parker, director of office of communications for church organization.

Specific charges are: discrimination against Negroes in news broadcasts, in presentation of "controversial issues," in failure to use Negro talent, and to announce Negro community affairs; lack of sufficient public affairs programing; and excessive commercial announcements, resulting in failure "to serve the public interest, convenience and necessity."

NAB's Taylor says better programs could boost radio revenue by 50%

Albuquerque — NAB radio v. p. Sherril W. Taylor says radio broadcasters could increase revenues by 50 percent by developing more creative programing which would appeal to larger segment of potential audience. He told New Mexico Broadcasters Assn. here that despite "general up-beat feeling in radio today," he detects an "inexplicable lethargy" on part of far too many radio broadcasters.

"This lethargy," he said, "stems from areas relating to programing, rather than sales, for in all too many cases, salesmanship has been better than the product. Even so, the radio industry should be grossing 50 percent more in advertising dollars, and the reason we are not is not a lack of sales effort, but a partial lack of universal creative courage in areas of programing which would appeal to a larger segment of the audience."

Todd Storz, 39, dies suddenly in Florida

Omaha, Neb. — Services took place here on Apr. 16 for Todd Storz, 39, president of Storz Broadcasting, which operates WDCY Minneapolis; WHB Kansas City, Mo.; WTIW New Orleans; WQAM Miami; KOMA Oklahoma City and KXOK St. Louis. Storz died of an apparent cerebral hemorrhage while at his home in Miami Beach Apr. 13.

Generally acknowledged in the broadcast industry as the major force in establishing "formula"—or top 40—radio, his first move in that area came in 1949 with KOWH Omaha, 500 watt day timer purchased that year (along with KOAD-FM) by a corporation he set up with his father, Robert H. Storz, in his native city.

Storz' second broadcast transaction came in 1953, the purchase of WTIW, which was followed by the acquisition of the other stations in his group. His last station buy was KXOK, in 1960. In between, he sold his first outlet KOWH.

Survivors include his wife, Lor a daughter, Lynn; two sons, Robert and Bradley; his parents; and sister.

FCC starts looking into licensees' CATV links

Washington—Planned takeover H&B Microwave Corp., CATV operation with 37 systems in 12 states by RKO subsidiary Video Independent Theaters, has prompted FCC look into all aspects of licensees' ownership of community antenna system. It's called for available information and opinion by June 19.

Whole question of CATV's role in the future of free tv—including multiple ownership rules, the possibility of far-flung programing competition with local stations, and monopolistic consequences opposed to the public interest—has been many months brewing. It foamed up at the NAB convention when FCC Chmn. E. William Henry warned that CATV service to 1.2 million homes has accustomed America to think in terms of subscription tv.

Hovering on the horizon, but mentioned in this proceeding, is a sensitive matter of the LBJ (trust held) one Austin tv station KTBC-TV and its option to buy 50 percent Capital Cable, an all-wire CATV operation in Austin.