CBS Radio's reduction of its network program load and drastic revamping of its affiliate relations produced widely different points of view in agency and rep quarters this week.

Madison Avenue agency reaction ranged from a **it-won't-diminish-confidence-in-**network-radio to this sort of comment: "We've got enough of a problem to keep our clients within the network radio orbit without having to contend with **another retreat by one of the industry's leaders."**

SPONSOR-SCOPE found **one set of reps applauding** the fact that there'll be a lot of network-furnished programing (especially **news) available for spot,** while another set **complained that CBS Radio is now free to sell its time in any segment** it elects.

In the midst of the debate on the long-range impact of the CBS move, **BBDO announced that its client, GE's lamp division,** is showing its complete confidence in network radio by **renewing its contract for Arthur Godfrey for another 26 weeks.**

(See details of revised CBS Radio programing plan see WRAP-UP, page 00.)

Agency observers of the current negotiations between AFTRA and the radio/tv networks think it will be a miracle if the two groups manage to resolve their differences by the deadline date, 15 November.

Meantime AFTRA is going through the formality of getting a **strike vote** this week in New York, Chicago, Los Angeles, and San Francisco.

For advertisers, the key angle in the union's demands is a **10% rate increase across the board** and **abolition of the multiple-discount** structure for strip shows.

Among the demands that have raised firm **objections from the networks:** (1) additional payment to performers for each repeat use of a **videotaped** program or commercial; (2) **refusal of program service** to stations declared "unfair" by AFTRA. Network legal advisors feel the second point raises a secondary-boycott problem.

Midwest agencies are getting steamed up over the effect that the dual radio rate structure is having on their relations with clients.

The situation has created **these embarrassments** for them: (1) clients tauntingly say they can **buy more cheaply by themselves,** and (2) **competitors are wooing their accounts** with the lure of promising to deliver better rates than the accounts are now getting.

Another factor is the economic loss: Some agencies, rather than lose the account, **close their eyes to the client's placement of business** through his own local offices or through brokers and retailers.

Here's what these agencies say they'd like to see: **A sharper definition of who is eligible for the local rate** (such as the Storz group put into effect this summer).

(For **background** on this controversy, see 16 August SPONSOR, page 27.)

Stations apparently feel it's worthwhile to pay the tab for rep salesmen who visit their markets to get the latest facts and figures: More and more stations are okaying it.

Reps haven't been able to finance this type of visiting on the scale they'd like to; hence the decision of stations to take on the obligation.

Conversely, the reps welcome visiting station firemen in the big spot centers for the same reason (see picture story, page 40).

Chicago ad agencies with hard liquor accounts say they wouldn't block a move into radio, but warn that the medium is faced with these **stumbling blocks:**

1) In some states **liquor ads must pass the state liquor commission;** the rules often are so rigid that the copy can say only what appears on the label of the bottle.

2) A state just across the border might **protest that copy coming from a neighboring station is counter to that state's rules** on liquor advertising.

(See page 37 for a **full-dress appraisal** of the hard liquor question in radio.)