

lumbus: KOMO-TV, Seattle, and WHEN-TV, Syracuse.

Keep your eye on GAC-TV: this agency is now planning to produce pilots on up to eight series for network or syndication sale: *The Many Loves of Dobie Gillis*, comedy; *Mayday*, aviation series with MATS cooperation; *Dangerous Dan McGrew*, western; *Merrill's Marauders*, World War II action; *Gideon's Night*, mystery; *Timber Cruiser*, adventure; *Motel*, situation comedy; and *Man of Many Faces*, mystery-detective.

Kudos: to *Father Knows Best* for its special citation from the Jewish Family Service Association for "wholesome and sympathetic portrayal of American parents."

Success story: American Thrift Company ascribes 25% of all its business to sponsorship of *Tugboat Annie* on KETV, Omaha. In its first use of tv, American Thrift links the show and \$60,000 in new business and has dropped its newspaper ad budgets—previously its sole ad medium.

**Quality
Negro
radio down
South**

Buy **7 WOKJ JACKSON** *Save*

2 KOKY LITTLE ROCK *5%*

3 KOKA SHREVEPORT *7 1/2%*

4 WENN BIRMINGHAM *10%*



Represented by John E. Pearson

Strictly personnel: Jerome Siegel to AAP sales staff . . . Philip Nico-laides named an account executive for Telestudios, Inc.

NETWORKS

CBS Radio's "Program consolidation plan," which goes into effect 1 January, is basically a technique for bartering time for programing.

Under the plan the network allocated to itself the following time blocks: Week-days, 9:05 to 11:05 a.m., 12:30 to 2:30 p.m. and 6:45 p.m. to 8 p.m.; Sunday 5-8:00 p.m.

What the affiliates get: (1) five or six five-minute news periods a day which they can sell on their own and without compensation to the network; (2) 65-second station-breaks on the half-hour (eliminating the 15-minute breaks), which gives the affiliates ample leeway for minute commercials. The network, in turn, is relieved of paying anything to affiliates.

NBC Radio's Culligan made this comment: "We propose to reaffirm our faith in network radio with new and exciting projects. What CBS has done should be seen as a miss-out on a concept and not a symptom of any weakness in radio."

(See SPONSOR-SCOPE page 17 for commentary on this.)

The Chicago chapter of AFTRA has filed a complaint against NBC's Chicago o&o's, WNBQ and WMAQ, to compel these stations to "live up to their public interest and community service responsibilities."

AFTRA is opposing NBC's action of dropping some local, live sponsored programing in Chicago.

NBC's reply: "The network alone should be allowed to review its own policies and activities. AFTRA's objection is part of a labor controversy, and the programing changes have been made in response to 'audience response'."

AFTRA's rebuttal asked that the FCC hold a hearing so that "the promise of this network can be compared to its performance."

Network sales: Aluminum Co. of America (F&S&R) for the *Alcoa Theater*, a new series to start early in 1959 via ABC TV . . . Gillette Safety

Razor, for the men's finals of the World's Invitational Match-Game Bowling Championships, 12 December, via NBC TV and Radio.

They were elected: CBS Radio Affiliates Association re-elected for 1958-59 its entire slate of officers: chairman, Charles Caley, WMBD, Peoria; vice-chairman, John Hayes, WTOP, Washington; directors-at-large, Worth Kramer, WJR, Detroit. Lee B. Wailes, Storer Broadcasting, Miami.

ABC TV's realignment of program department executives: John Green, manager of ABC TV program department, named network executive producer; Leonard Maskin, manager of ABC TV production services, to administrative manager of the program department; John Kneeshaw, appointed business manager of production services.

RADIO STATIONS

A recent meeting of the Storz Stations group in Chicago discussed these business trends and expansion plans for the coming year:

- 1) Plans for adding another major market station as soon as possible.
- 2) All indications point to an all-time record year for billings. The group is now well ahead of last year's figures at a comparative time.
- 3) Plans for expanding the *Night Beat Multi-Phone* program, a three-hour public service discussion program where listeners air their views on important subjects.
- 4) Arrangements finalized for the second annual Pop Music Disk Jockey convention and seminar to be held in Miami Beach, 29-31 May, 1959. The four days of meetings were directed by Todd Storz, president of the chain.

Business is up: KSO, Des Moines, racked up a 70% gain in gross billings for the first three months of operation under new ownership. Since 1 July, the station has been operating under a new programing format, stressing local personalities, and under the aegis of Joe Floyd, Larry Bentson and Tony Moe.

Expanding: The Keystone Broadcasting System added nine new af-