An event this week that network radio hails as a major turning point in its fortune involves Todd Storz' Oklahoma City 50,000-watter, KOMA, and NBC Radio.

After WKY, NBC's long-time Oklahoma City affiliate, had notified the trade that it was going independent, NBC let it be known that Storz, dynamic torch-bearer of independent operation, **had moved his latest acquisition, KOMA, into the breach.**

NBC also disclosed that KOMA would carry at least **90% of NBC Radio's sponsored schedule.** (WKY, according to the network, had been clearing appreciably less.)

Repercussions from CBS Radio's programing cutback and no-station-compensation policy have been wide and numerous during the past week.

Among the developments were these:

- **CBS Radio made no bones about the fact that it was disturbed** by what it termed an unjustifiably **bad press.**
- **WJR, Detroit,** issued a two-page statement declaring that it **could not continue as a CBS affiliate** because, among other things, it didn't like the so-called broker-agent relationship that the network had assumed.
- **NBC's Robert Sarnoff put out a two-page letter** to radio/tv editors expressing his faith in the future of network radio and noting that NBC Radio's business this year would be **20% over 1957.**
- **CBS Radio lost part of the Wrigley business to NBC, and the Staley account** (Peter Lind Hayes & Mary Healy) to ABC Radio, and was trying to find places for the Chevrolet and United Motor strips on its abbreviated schedule. There was this good news for CBS: Stewart-Warner this week gave it an order for $1.5 million worth of business in 1959.

Incidentally, since CBS Radio revealed its new policy, **NBC Radio has obtained 13 new pieces of business plus renewals** from Brown & Williamson and Lewis Howe. The new orders include: Pepsodent, American Razor, Elgin Watch, Life-Time, Waverly Fabrics, Gillette sponsorship of two Bowl games, Raybestos Co., Airwick, Wrigley, and Marlboro.

Pulse has started exposing a presentation to agencies which offers a new qualitative service.

The idea is to show **what percentage of the people reached by a program actually use or buy that particular type of product.**

For instance: What portion of the viewers of a particular rated cigarette-sponsored program actually are smokers?

The death last week of the dynamic and skilled front-running president of Dancer-Fitzgerald-Sample, Mix Dancer, is not expected to cause any great upheaval within this leading air media agency.

Dancer, who suffered a heart attack while on a Carribean cruise, **functioned mostly as a field marshal and crack closing man** (although he gave much of his personal attention to the General Mills account).

For the past year or two, Dancer, who was 62, had **talked about retiring shortly.**

ABC TV has assured its affiliates that it will try to satisfy their plea for more daytime minutes when it opens up several more hours in the near future.

The nub of the affiliates' plaint is two-fold: (1) **ABC TV's daytime expansion has cut the supply of minutes** for spot to the bone, and (2) the way some of the **major brands straddle daytime schedules has made it increasingly tough for the stations to fit in competitive products.** Some say that Lever is so spread out over the ABC schedule that stations are unable to take business from P&G.

(Adding to the affiliates' argument is the fact that **CBS TV has cleared the way for its people to sell minutes in two spots** on the afternoon schedule.)

Meantime, as a result of the shortage of minutes, quite a number of stations are consulting with their reps about a **formula that would both raise the rate for minutes and induce spot advertisers to turn more readily to daytime 20-second spots.**

The plan most frequently mentioned: **Raise the minute rate by about $10 and lower the 20-second rate in a similar ratio.**