

AGENCY OR ORGANIZATION	ACTIVITY	PROGNOSIS
NBC-TV (National Broadcasting Co.)	<ol style="list-style-type: none"> (1) Required executives to give depositions concerning quiz-fixing, payola. (2) Created new standards & practices dept. headed by vp James A. Stable. (3) Issued new directives covering identification of taped shows, quiz-prize practices, violence & brutality, etc. (4) Participating in 3-network agreement with FCC Chmn. Doerfer to have more prime-time public-affairs programming. (5) Setting up closer working liaison with advertising groups, associations & govt. agencies. 	<p>New safeguards at network level against recurrence of scandals.</p> <p>Frequent re-appraisal of practices, tighter rules for programs, commercials.</p> <p>Tighter regulation of program areas that have drawn criticism.</p> <p>Minimum level set now for public-affairs TV. Present plans call for more information shows than agreement requires.</p> <p>Less friction, fewer delays in cleanup program.</p>
AFA (Advertising Federation of America)	<ol style="list-style-type: none"> (1) Has announced plan this month for greater self-regulation of local advertising by local ad clubs and Better Business Bureaus. (2) Has sent to membership a bill of specifics complementing ANA plan to establish advisory council, and announced AFA support of effort by advertising organizations, on local & national level, to correct abuses & maintain high standards. 	<p>Tighter regulation of local advertisers to conform to new national practices.</p> <p>Closer liaison with ANA, other advertising groups.</p>
ANA (Association of National Advertisers)	<ol style="list-style-type: none"> (1) Approved 3-point program of advertising (all media) self-regulation at emergency meeting in N.Y. Feb. 2. (2) Establishing closer "working relationship" with FTC. (3) Setting up closer liaison with media's self-regulatory groups within AAAA, NAB, networks, etc. 	<p>Secures basic cooperation of its members, who represent 85% of national & regional U.S. advertising.</p> <p>Less friction between FTC and ANA members.</p> <p>Smoothen functioning of self-policing machinery, starting at advertiser level. Better understanding by clients of newest media regulations & problems.</p>
AAAA (American Association of Advertising Agencies)	<ol style="list-style-type: none"> (1) Has speeded-up process of having 4-A agencies act as watchdogs against "objectionable advertising" by other members. Failure to comply can bring expulsion. (2) Issued new TV "Interpretation of AAAA Copy Code" Jan. 19, putting stress on "good manners" in selling via TV in U.S. homes. (3) Setting up closer liaison with ANA, media, govt. agencies on questions of commercial practices. 	<p>Threat of public censure by other agencymen may bring recalcitrant agencies into line.</p> <p>May spark more recommendations by agencies for "soft sell" commercials, improve content.</p>

DISC JOCKEYS & '3 Bs': It took just 3 hearing days last week for House investigators of payola to run through a witness list of suspect disc jockeys and get down to the apparent central point of the broadcasting inquiry—what went on at a Miami Beach hotel in May 1959.

In what had been billed as a week-long, searching, "objective" study of payola practices at TV & radio stations across the country (Vol. 16:6 p9), the Commerce Legislative Oversight Subcommittee spent 2½ days giving tough times on the stand to jockeys & ex-jockeys from Westinghouse's radios WBZ Boston & KYW Cleveland.

Then, with scarcely-concealed glee, the Subcommittee under Rep. Harris (D-Ark.) turned to the most titillating subject it has explored since it went into the investigative business 3 years ago. This was the "International Radio Programming Seminar & Disc Jockey Convention" last May 29-31 at Miami Beach's Americana Hotel, sponsored by Storz Stations. The agenda & proceedings were headlined by one Miami newspaper as "Babes, Booze & Bribes."

The Subcommittee recessed for a long Lincoln Day weekend after chief counsel Robert W. Lishman set the scene for coming episodes—probably this week—by introducing Americana records showing that 19 record companies picked up \$117,664 in tabs at the convention. Capitol Records spent \$19,812, Dot Records \$19,485, Roulette Records \$19,158, Columbia Records \$9,415, RCA Victor \$8,569.

One item among many convention "functions"—costing the record companies \$68,133 in all—was an all-night party ("Bar, BarBQ and Bkfst") at the Americana which set back Roulette Records \$15,415. According to the hotel's special services dir. Edward E. Eicher, this bill included 2,000 bottles of bourbon served to guests from among the 2,000-2,500 who turned up for the convention.

"I've heard 3B's used as descriptive of the convention, but they weren't bar, barbeque and breakfast," Rep.

Moss (D-Cal.) observed slyly. "They made a headline."

Eicher also told Chmn. Harris that among the convention guests whose expenses were paid by record firms were Pat Boone and at least one politician, "the governor of Tenn."—who was ex-Gov. Frank Clement. "Maybe I'd better stop now," Harris laughed, looking around at his Subcommittee colleagues.

There were more titters when Lishman said the subpoenaed records might constitute "documentary evidence which may be of use to the Subcommittee at some future time." That time was expected to come with the scheduled Feb. 15 resumption of the hearings.

"That isn't all of it," Harris told reporters. "Wait till you get the rest of it."

Before recessing for the weekend, the Subcommittee had time to hear from only one delegate to the convention—Stan Richards, ex-jockey at radio WILD Boston. He testified his hotel expenses—including \$117.42 for some new sports clothing—was paid for by United Artists, and that he saw "nothing wrong" with that. Richards also said he had received \$6,225 from Mutual Record & Music Suppliers of New England, Boston record distributors, but denied he'd made "deals" to play their music on WILD.

"This seems to be the American way of life, which is a wonderful way of life," the voluble Richards assured the subcommittee. "It's primarily built on romance. I'll do for you. What'll you do for me?"

With variations, this was what most of the week's other witnesses maintained—more or less stoutly—as Lishman & Subcommittee members took turns grilling them on their personal finances earlier in the week.

"Apparently they forgot about operating in the public interest," Chmn. Harris said at one point. "This is not an indictment of the whole industry, but it reflects on the entire industry and should be a warning."

The witnesses included:

Wesley Hopkins, ex-jockey at KYW Cleveland, who