

NRI Case # 44

Let's Stop Short-Changing Radio!

THE ASTONISHING CASE OF POP-GUN VS. RIFLE

JUST in case you hadn't given it a thought lately—*times are changing in the media field.* The buyer is again the buyer—and he's getting tougher and tougher. He's just the same nice guy—but advertisers and agencies are settling down in the traces to *sell goods—hard—competitively.*



And so, to Radio—these questions (among others):

1. "What is the actual, verified 'circulation' of this program in which you ask me to invest my dollars?"
2. "How many homes per radio dollar?"
3. "How big is the total audience reached by a series of successive broadcasts? Unless I know this, I can neither make comparisons with other media nor determine what percentage of the market for my product is adequately covered."
4. "What per cent of all radio homes is reached by my radio advertisements—my commercials?"

Now let's stop kidding ourselves (and short-changing radio)—"coincidental phone ratings" can't answer a *single one* of these questions!



Why, even those who *fashioned* the "Coincidental" rating never claimed more for it than that it was an "index of program popularity"—measured *only* in phone

homes—*only* in 33 selected cities. Not a scrap of selling evidence about a program's total "circulation," nor its total *market coverage*; nor the size of the audience reached by its *commercial advertisements!*

But sound answers to these sound questions (and many more)—vital to the interest of advertisers, agencies, networks, stations and talent—are ready and waiting for you in NIELSEN RADIO INDEX service. Consider—in sharp contrast with the single "Coincidental" rating—the *four* NIELSEN RADIO INDEX measurements shown by the chart:

1. NRI "Average" Audience usually exceeds the corresponding "Coincidental" rating.
2. NRI "Total" Audience is still *higher*—radio is given credit for part-time listeners (other media take similar credit).
3. NRI "Commercial" Audience gives radio a unique advantage—there is no equivalent measurement of "Readership."
4. NRI "Cumulative" Audience is absolutely indispensable if the true size of Radio's *market coverage* is to be compared with competitive "Circulation."

These, and many other measurements, available *exclusively* from NRI service, reveal Radio's true values. Let's stop short-changing Radio! Let's use a *rifle* (and a good one) to answer these questions of Radio's buyers—and sellers.



★
NIELSEN RADIO INDEX
A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying and time selling of Radio.

COMPARE TWO KINDS OF RADIO YARDSTICKS (For a typical evening program)				
● COINCIDENTAL RATING . . . Limited to phone homes in 33 large cities				
		10.0	NOT A MEASURE OF AUDIENCE SIZE	
● NIELSEN RADIO INDEX . . . Accurate electronic data—from homes of all types				
AVERAGE AUDIENCE	1 WK.	11.5		
TOTAL AUDIENCE PER BDCST.	1 WK.	16.2		
COMMERCIAL AUDIENCE PER BDCST.	1 WK.	14.3		
CUMULATIVE AUDIENCE (4 WEEKS)	1 WK.		2 WKS.	3 WKS.
			4 WKS.	26.2
CUMULATIVE COMMERCIAL AUDIENCE (4 WEEKS)	1 WK.		2 WKS.	3 WKS.
			4 WKS.	23.1

NAB's 2d Dist. Meet

Continued from page 41

agencies." Feeling shared by some of the district leaders was that a locale like Westchester or Lake Placid would lend itself to a more constructive confab.

Opening panel Monday (5) took up FM problems. Trio of FM broadcasters who spoke—Leonard Asch, WBCA, Schenectady; John V. Logan, of WQXQ, N. Y., and Ira Irschmann, of WABF, N. Y.—shared belief that FM is here and staying at last, but each sounded various warnings. Asch foresaw "the ildest scramble in broadcasting story" in the next three or four years as droves of "neophyte broadcasters," both AM and FM, compete for footholds. "They'll probably be offering dishes to attract time sales," Asch asserted.

Hogan thought AM broadcasters using shared channels had better get to FM because he foresaw the ultimate elimination of smaller stations to make their frequencies available for clear channel service. Irschmann advised broadcasters to prepare for FM's challenge to improve programming standards and called on set manufacturers, who loaded up on AM and now are in trouble, to grab the chance now to get low-priced FM sets speedily on the market.

In a panel on "the music situation," MOR's (N. Y.) prexy Ted Streibert, chairman of the music advisory committee, reported that a recent meeting with ASCAP had discovered secondary problems to be ironed out in connection with the proposed one-year renewal of contract with the society at the end of 1949. Questions of program licenses and television rights will be discussed further in another meeting between

ASCAP and the broadcasters May 12-13, he said. "ASCAP is working with us in good faith," Streibert declared, "and we hope to report to the NAB convention in September that the situation is settled and ready for approval."

Carl Haverlin, new BMI president, and Sydney Kaye, BMI veepee and general counsel, appealed to the broadcasters to support their organization.

Show of hands by station men attending a session with Frank Pellegrin, NAB director of broadcast advertising, indicated the majority favored standardization of time rates in two categories, "retail" and "general," and approved a definition of "retail" advertising submitted by an NAB committee.

CBS Tele

Continued from page 46

ming was also dictated by financial reasons. CBS officials revealed that at least half of their total tele budget went into studio shows and, with only two of them sponsored, it was considered unwise to bear the heavy costs until such time as video begins to show a profit. Stanton declined to state when studio programming would resume, except to state the concentration on "actuality" shows would be "for the time being." Until the web does resume, it's believed the station (WCBS-TV) will get its house in order by remodeling the studio and possibly throwing some of its budget into new equipment.

Station is currently programming only four hours of live shows weekly and, if the web carries through on its promise to boost remotes and film, it's probable that there will be no reduction in the total number of broadcast hours. Bristol-Myers and Gulf, sponsors of two live shows, along with various watch companies that bankrolled time signals, have all been notified of the new policy. Ford and General Foods, who sponsor CBS telecasts of the Brooklyn Dodgers' home games, are expected to continue with their commercials.

Belief that the CBS move might have serious repercussions on potential small station operators is based on the action of many applicants before the color question was settled in March. FCC then accepted almost as many withdrawals from the field of applicants as it received new applications, with most of the withdrawals declaring they preferred to wait for the color decision. When that came through with its consequent green light to black and white tele, all looked rosy, but the smalltowners now are expected to question whether they'll be able to show a profit on their operations if a network outlet, with all the financial resources of the web behind it, is forced to drop live programming because of the heavy costs involved.

Among those dropped from the payroll were some of the top production talent in the new industry, including CBS program director Ben Feiner, Jr., director Paul Belanger and set designer Jim McNaughton. Future plans of them all are still indefinite but all expressed hope they'd be able to continue in television.

KTLA Starts Regular Semi-Weekly Fite Tele

Hollywood, May 6.

Los Angeles viewers will get regularly scheduled professional fights and wrestling matches on their television receivers under deal made here between Paramount's KTLA and Olympic Stadium. Localites follow example set by New York operators in latching on to the two sports as tops among come-ons to set buying. Coin exchanged, if any, was not revealed.

Deal went into effect tonight (Tues.) with the airing of a State welterweight championship tussle between Carlos Chavez and Harold Dade. It will be further implemented tomorrow night (Wed.) with the coverage of the first wrestling match, and thereafter both will be regularly scheduled for Tuesday and Wednesday nights.

Par claims it has a long-term deal, but this is moot since other prospective operators are sure to pressure the Stadium, among them the Los Angeles Times and other radio stations, both of which can hurt or help the stadium with their double-barreled coverage. Nearly all seven of the prospective video ops should be in action by next year. At that time there should be considerable action on the question of exclusives.

Hollywood Legion Stadium, considerably smaller, also opens itself to bidding this week. Don Lee station, W6XAO, will carry one fight on a special event basis, but thereafter the Stadium is open to all comers. It's possible that the Par station will also be in these pitching with others.

Tele Review

Continued from page 46

looking at old photo album of family bathing beauties. Next frame is a fade into an old time nickelodeon. Clever idea was the use of small studio and as the audience is watching films in the nickelodeon, with actors sliding into seats and commenting during the break between pictures. Audience comment and chiming in on vocals hyped illusion. Usual slide announcements were funny, but apt to the times, with many chuckling about the "ladies, please, remove your hats" sign. Could be an excellent way to work in commercials.

Kit Carson, director, did a fine job of cutting the old pics and integrating the flashbacks. Dorothy Spero in writing the script used fine restraint in not hoking the material, letting the viewers make their own comments. Screening was clear and prints used were very sharp. Only negative feature to the program was Garroway's reading all the titles. The audience can read and his remarks tended to break show pattern. Comments should be kept to pic action and intermission.

British Video

Continued from page 46

since the stations are being built on very high ground, this is practically impossible.

Understood that it is imperative that the relay stations should be visible one from the other. It's because of this that the White Horse Hill relay is a key link since a large television broadcast station is scheduled to be built at Bristol. Objections from country lovers are being met in advance by taking every precaution to disguise eyesores. If White Horse Hill could not be used it would be necessary to build several more relay stations.

The ultimate plan is to have a series of rebroadcasting stations like those proposed for Birmingham and Bristol with intermediary hilltop relays. In less than three years Britain hopes to become the only country in the world with a nationwide visual broadcasting system.

Arrangements have been made, when experimental stage is completed, for neat oblong brick and tile buildings to be shrouded in groves of spruce trees to prevent interference with the English countryside. So considerate is the government of the possible objections of country lovers that the insulators on the aerials are to be colored green. The screens of spruce trees will be planted on three sides with the open side facing the station which is receiving or passing on the broadcast from London.

The three experimental stations between London and Bristol are for

Radio Eds

Continued from page 36

discussed by Hazel Kenyon Markel, educational director, WTOP, Washington, and Luke Roberts, educational director, KOIN, Portland, Ore. Saul Carson, radio editor of the New Republic, was chairman.

Formation of Radio Critics' Circle was advocated by Ranson, who also delivered list of commandments for radio editors' guidance. Pack gave forth with qualifications for radio editors, and Roberts charged some radio editors with being prima donnas more interested in criticizing than analyzing. Commissioner Durr, in response to question from chairman, indicated that "we ought to have more radio editors, so they can disagree with each other."

Franken charged publishers with deliberate attempt to keep down radio columns despite polls which reveal radio columns have high reader interest. He cited John Crosby's column as good influence on radio criticism.

Ladd said his responsibility is primarily to readers of his paper. Stephan said his job is to point out to readers what are the listenable programs on airplanes. "I try to be moderate and honest," he said, adding, "and I'm not syndicated." He also described how he helped organize strong listeners' council in Cleveland.

Highlight situation on radio pages could be improved, Ferris asserted, pointing out that editors had tendency to list same old features, ignoring many new, deserving programs. He also thought radio eds should be slapping comics for their off-color gags.

Wauhillau LaHay, radio pub head of N. W. Ayer, speaking from audience and directing her remarks at Stephan, said she regarded out of town eds as important as New York scribes. She also cuffed around certain New York fourth-estaters for "chic, effete" criticism.

Labor Slighted

Continued from page 36

radio delegate, immediately asked if Mutual was planning to provide weekly time to labor. Kobak answered that it was not up to him alone to answer that question.

Mark Haas, of WJR, Detroit, asserted local businessmen refused to go on the air with labor leaders because they immediately were "villified." Carey answered that responsible business spokesmen were becoming inarticulate and leaving it to their lawyers.

Johnny Johnstone, of the NAM, contested facts with Carey, asserting he personally had supplied speakers for a Town Hall program. Carey pointed out that the last such program with an NAM man on the air was last June, in which he participated.

Writers Strike

Continued from page 35

the networks and the Radio Writers Guild in connection with the free-lance jurisdiction issue are as follows:

For the Radio Writers Guild:

Peter Lyons, Roy Langham, Harold Gray, Sidney Fleischer, Elaine Sterne Carrington, Welbourne Kelly, Robert Newman, Julian Funt, Dave Driscoll, Stuart Hawkins, Robert Santinella.

For ABC:

Robert Kintner, Joseph A. McDonald, John C. Turner, Helen Guy.

For CBS:

Frank White, I. S. Becker, Howard Housman, Robert J. Landry, Henry Howard.

For Mutual:

Phillips Carlin, Leo Lauterstein, H. L. Fishel.

For NBC:

Frank Mullen, Clarence Menser, John H. MacDonald, Richard McDonough, Edmund Souhami, Ernest de la Ossa.

Pittsburgh—WCAE's newest announcers, Charlie Nuzum and Ray Scott, have already landed a commercial. It's a five-times weekly 7 p.m. platter show called "Win, Place and Show." Phil Cavezza's crew has been taken on as the staff band at new McKeesport station, WMCK. Cavezza is also at William Penn Tavern for the summer. Paul Long, at KDKA, being bankrolled

Coloratura Cutie Wins Video Pact in First Tele

KTLA Aud Participation

Hollywood, May 6.

First known tele contest in which winner was selected by home viewers was given here Thursday (1) on Paramount's KTLA. "Miss Valley Television" was chosen by viewers who submitted selections via phone from among 10 participating cuties. The winner, 24-year-old Gina Lotita, of North Hollywood, coloratura, will be contracted for regular appearances on the station's once-weekly variety show.

The contest was worked in conjunction with a newspaper, the Valley Times, which conducted the eliminations. Only viewers who regularly receive KTLA's weekly mailed program were eligible to vote to eliminate family and friend frauds to hypo scores.

JWT Script Hunt

Continued from page 46

shows, but the agency so far is able to plan only four weeks in advance. Ed Rice, JWT staffer and head writer on the show, is leading the search for new scripts.

Teoff show tonight will be "Double Door," penned by Elizabeth McFadden and adapted for video by Rice. Show played on Broadway several years ago. Featured in the cast are Eleanor Wilson, last on Broadway in "The Eagle Has Two Heads," and Romola Robb, currently playing the nurse role in the Broadway production of "Harvey." Live commercials will plug MacLaren's Imperial Cheese.

Kraft has picked up the 7:30-8:30 Wednesday night slot on WNBT so as not to conflict with its "Kraft Music Hall," radio show currently aired over the NBC web. Firm has taken an option on the Thursday night 9-10 slot, however, and may eventually stage its tele and radio shows opposite each other.

San Antonio—A five day, 40-hour week has been adopted by all KABC office employees, according to an announcement made here by Charles W. Balthrope, station manager.

Making the best even better!



NOW — along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of Original Songs The Texas Rangers Sing and scrap-book album. Provided sponsors of "The Texas Rangers" at cost! Write for full details.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

TEXAS NAB GROUP TO DRAW UP ETHICS CODE

Houston, May 6.

The Texas Regional Assn. of Broadcasters has appointed a committee to draw up a code of ethics and standards for news broadcasts. Action was taken following the conclusion of the regional convention at the NAB here.

Clyde Rembert, manager of KRLD, was elected 13th district director of the NAB, replacing Martin Campbell of WFAA, Dallas.

PHIL DAVIS

"HIRES TO YA" FOR SECOND YEAR CBS, COAST-TO-COAST

Heard by most...

Preferred by most

in the BUYING Ark-La-Tex

Write for Availabilities

KWKH
SHREVEPORT
50,000 WATTS