

## Hyde Makes BMI Clinic Bow At Idaho, Utah Meetings

BROADCAST MUSIC INC. radio program clinic for Idaho will be held June 13 at the Turf Club in Twin Falls. Clinics for Utah and Colorado will be held June 15 at the Newhouse Hotel, Salt Lake City, and June 17 at Hotel Denver, Glenwood Springs, respectively.

FCC Comr. Rose Hyde, making his first BMI clinic appearance, will be the featured luncheon speaker at the Twin Falls and Salt Lake City sessions. Other traveling speakers for the three radio program clinics are: John Charles Thomas, executive vice president and managing director, KAVR Apple Valley, Calif., who will discuss "Hi and Lo Notes in Radio Programming"; Gordon Davis, program director, KYW Philadelphia, "Program and Station Promotion"; Margie Abbott, program director, KONI Phoenix, "Women's Programming", and John W. Shultz, president and general manager, WHEE Martinsville, Va., "Making the Most of Local News."



MR. THOMAS

## 'Screaming' Commercials Rejected by Tv Announcers

TELEVISION commercials that are "screaming and over-aggressive" are "irritating and monotonous," according to the results of a survey among tv commercial announcers made public last week by Henry C. Brown, president of Henry Brown Inc., New York theatrical agency.

Many announcers, Mr. Brown said, expressed concern that "the prolonged use of extra hard-sell tv tactics might result in making the sponsor and/or his product objects of ridicule, and they practically pleaded for more of the relaxed and informal commercials that, if not actually entertaining, were, at least, quietly informative."

The survey covered some 232 announcers, many of whom are clients of the Brown agency.

A highlight of the survey was the finding that 82% of the announcers said they would like to have more information about the products they sold than was found in their scripts.

Some 68% of the announcers said they con-

sistently used the products they themselves sold to others; 30% wrote they used the products at least occasionally, and only 2% reported they never used the products they sold on tv.

The most effective television commercials, according to 98% of the announcers, are those that are "simple, informal, relaxed, sincere and informative."

## Over 150 Outlets Signed For RCA Thesaurus Plan

RCA Recorded Program Services has announced that more than 153 radio stations are using RCA Thesaurus' "Shop at the Store With the Mike on the Door" merchandising and promotion plan and more than 37,500 retail stores are participating in the project.

Under the plan, radio station subscribers to the library service may arrange tie-ins with local retail advertisers, whereby stores are provided with custom-made decals calling attention to the campaign. Stations are supplied with recorded messages by Thesaurus stars, broadcasting the "Shop at the Store" theme, operating manuals with tips for local exploitation; sponsor-selling brochures, and advertising and promotional kits.

## Kagran Corp. Takes Over NBC Licensing Activities

OPERATIONS of the NBC Enterprises Licensing Div. have been transferred to the Kagran Corp., firm acquired by NBC three months ago, it has been announced by J. M. Clifford, administrative vice president of NBC and president of Kagran. In addition to licensing *Howdy Doody*, *Gabby Hayes* and *Sparky*, Kagran will now be in charge of licensing all other NBC-owned properties including *J. Fred Muggs*, *Pinky Lee*, *Today*, *Home*, *Tonight* and *Victory at Sea*.

Mr. Clifford will remain as president of Kagran. Operating vice president is Edward L. Justin. Sydney Rubin, who has been manager of licensing for NBC, will join Kagran, Mr. Clifford said.

Kagran Corp. also owns the Canadian rights for *Howdy Doody*, which is telecast on 24 Canadian stations, and is negotiating with the Independent Television Authority in England to present the show there in the fall. The company also owns a series of films of the program produced in Spanish and entitled *Jaudi Dudi*.

## 80% of All Uhf Stations Near Bankruptcy—Doherty

FOUR out of five uhf stations will be "actually flirting with bankruptcy within the next six months to a year unless they find a financial angel or develop a cohesive, cooperative means to instill life into the total uhf picture," Richard P. Doherty, president of Television-Radio Management Corp., said last fortnight. Mr. Doherty also is director of management services for National Affiliated Television Stations, General Electric Co. all-channel sales-program organization.

Not more than 12 or 15 uhf stations in the U. S. are making a true profit and these are in markets without immediate vhf competition, according to Mr. Doherty. He said station income of \$5,000-\$6,000 a month is "not at all uncommon for a considerable number of uhf operations." In general, he added, when a new vhf comes into an all-uhf market, uhf station revenue drops 20-30%, at least; 40-50% when two vhf stations arrive.

Between 40-45% of post-freeze vhf stations "are currently either losing money or technically breaking even," he said, many of them in small markets or the third vhf station in markets outside major cities plus some independents in top centers.

## 'Herald Tribune' May Expand Tv-Radio Log Nationally

MANAGEMENT of the New York *Herald Tribune* is giving "serious consideration" to possible distribution of the paper's new digested tv-radio log-fan magazine as a national newspaper supplement, it is reported.

First edition of the new Sunday magazine was published May 15. Distribution was within the metropolitan radius of New York tv stations, and in the coverage areas of certain Connecticut and New Jersey stations within the metropolitan region. Wraparound of the magazine is of coated stock and contains liberal use of color. Articles are by *Tribune* staffers and tv-radio stars. The *Tribune* said its venture was greeted with a great deal of interest and enthusiasm among subscribers and people in the field.

The possibility of national distribution was the first definite sign that the program listing may be pitted against *Tv Guide*, a profitable venture that has claimed high large-city newsstand circulation, and other similar magazines [CLOSED CIRCUIT, May 16]. The *Tribune* management, which is making a study of "cost and transportation" that would be involved, feels that its product will have an edge "because it does not have to stand on its own feet." This was a reference to the failure of *Tv Program Week*, published by Curtis Publications' circulation branch, to jostle *Tv Guide's* supremacy in the field. *Program Week* ceased publication some weeks after its debut.

Coincidentally with the appearance of the new fan-log magazine, the *Tribune* raised the price of its Sunday edition from 20 cents to 25 cents. This, a *Tribune* spokesman said, contributed to a rash of cancellations from subscribers. It was said by the *Tribune* that whenever the price of a newspaper is increased, many sales are lost. Normal drop expected for the *Tribune* after the price rise: 3,000 to 4,000.

## Mercer to AP Radio-Tv Post

CHARLES MERCER, feature service writer for the Associated Press, reportedly will take over the duties of Wayne Oliver, radio-tv editor of the AP, who has resigned to become executive editor of *Television* magazine, effective Aug. 1. Mr. Oliver has been with AP for 18 years, the last three as radio-tv specialist.



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