

RATINGS HURT FREE ENTERPRISE?

Harris sees this result if Congress does not act

Friday testimony before House Special Subcommittee on Investigations put new light on ratings investigation, according to Subcommittee Chairman Oren Harris (D-Ark.).

Broadcast ratings don't have to be "a phony and a fraud to the public," Rep. Harris said after hearing Albert E. Sindlinger, president of Sindlinger & Co., Philadelphia. But, pleased chairman said, Congress would be jeopardizing free enterprise system if it permits industry to continue present "use" made of ratings without regard to accuracy.

Subcommittee begins third week of rating hearings today (Monday) with list of media, advertiser and performer witnesses (see page 44, 50), to be followed by The Pulse Inc. and A. C. Nielsen Co.

Without specifically criticizing other audience survey firms, Mr. Sindlinger said that his company over several years of research had determined that none of their methods give accurate results. He said Sindlinger has tried them all and uses telephone recall as the most effective. Sindlinger was the first to develop an instantaneous measurement—in 1948 with Radox, he said.

This consisted of permanent sample of 642 homes in Philadelphia, he said, but method was dropped after Nielsen representative learned location of sample homes from telephone company. He charged that permanent sample results could be rigged by locating and controlling homes involved. Also, Mr. Sindlinger said, permanent sample through use of diaries or Audimeters does not survey typical audience because respondents become "biased cooperators."

Two Clients ■ Sindlinger has 95 full-time employees and 380 field interviewers who take samples seven days a week and are closely supervised by home office, he said. Most of firm's surveys are taken for non-broadcasting clients with only 8% of revenue from radio-tv, he said. DuPont is only tv subscriber, paying firm \$4,000 weekly for measurements of *DuPont Show of the Week*, and ABC Radio, which cancelled Nielsen last summer, is only radio client, Mr. Sindlinger said. Firm does not make local measurements for stations.

Major fault lies with use made of ratings, he said. All five subcommittee members present praised Sindlinger presentation, which included 74-page appendix and 24 charts.

Rep. Harris told Mr. Sindlinger his testimony was "quite an indictment of the industry" but showed hope that broadcast ratings did not have to be "a phony and a fraud on the public."

Mr. Sindlinger told Rep. Paul Rogers (D-Fla.) that he would not object to federal licensing and uniform standards for rating services.

Ed Hynes, president of Trendex Inc., said his "relatively small" firm reports local radio listening and some national tv viewing through its telephone coincidental surveys but is not responsible for subscriber use in advertising.

Citing media ads in trade publications, subcommittee maintained that error variations in Trendex ratings showed many ad claims are unfounded in fact. There are "many uses" for which his reports should not be projected, Mr. Hynes said. Rep. John E. Moss (D-Calif.) described as "the most tortuous type of abuse the manner in which these are utilized."

Dr. Herbert Arkin, statistical consultant to subcommittee, criticized some common procedures used in telephone surveys and said some results could be off as much as plus or minus 30%.

Cox gets Senate approval to replace Craven on FCC

Kenneth A. Cox, FCC Broadcast Bureau chief, was confirmed as commissioner by Senate Friday. Action took place in executive calendar session. There were no objections.

Earlier in week, Senate Commerce

Millions at ABC-TV

ABC-TV in new selling spurt for next season has picked up added business which represents estimated \$16.2 million in billing. Advertisers include Best Foods for half of *Flintstones*; American Tobacco for alternate half-hour in *Combat*; A. C. Spark Plugs taking alternate half-hour of *Jaimie McPheeters*; Clairol, half of *Farmer's Daughter*; R. J. Reynolds Tobacco in *Wagon Train* and part of *McHale's Navy*; Sunbean in *Breaking Point* and *Combat*, and Minnesota Mining & Manufacturing in *The Fugitive*.

Committee approved Mr. Cox's nomination, with only dissent by Sen. Strom Thurmond (D-S. C.) (see page 64). Mr. Cox plans to take oath sometime this week.

He succeeds T. A. M. Craven for remainder of Mr. Craven's current term, ending June 30, and for full seven-year term beginning July 1. Mr. Craven reached mandatory retirement age of 70 last January.

FCC names tv outlets which win renewals

FCC on Friday released list of stations whose licenses were ordered renewed in action in which commission instructed staff to ignore "6 to 11 p.m." question of local live programming in prime time (see story page 42). List includes 64 stations, but officials indicated others might be added this week. They include:

Arizona—KIVA (TV) Yuma, KTAR-TV Mesa and KOLD-TV Tucson.
California—KCOP (TV), KTLA (TV), KNXT (TV), KNBC (TV) and KTTV (TV), all Los Angeles; KGO-TV, KPIX (TV), KRON-TV, all San Francisco; KFRE-TV, KJEO (TV), and KMJ-TV, all Fresno; KOGO-TV, and KFMB-TV, both San Diego; KSBW-TV Salinas; KSBY-TV San Luis Obispo; KVIP-TV Redding; KOVR (TV) Stockton; KNTV (TV) San Jose; KVIQ-TV and KJEM-TV, both Eureka; KERO-TV and KBAK-TV, both Bakersfield.

Washington—KIMA-TV, Yakima; KEPR-TV Pasco; KOMO-TV, KING-TV and KIRO-TV, all Seattle; KREM-TV and KXLY-TV, both Spokane.

Idaho—KBOI-TV Boise and KLIX-TV Twin Falls.

Oregon—KATU (TV), KPTV (TV), KOIN-TV, and KGW-TV, all Portland; KCBY-TV Coos Bay; KOTI (TV) Klamath Falls.

Texas—KFDA-TV and KVII (TV), both Amarillo; KLBK-TV Lubbock; KORD-TV El Paso; KPAR-TV Sweetwater; KOSA-TV Odessa; KONO-TV San Antonio; KGNS-TV Laredo; KFDA-TV Amarillo; KLTV (TV) Tyler.

Hawaii—KGMB-TV and KONA (TV), both Honolulu; KHBC-TV and KALU (TV), both Hilo; KMAU-TV, KALA (TV) and KMVI-TV, all Wailuku.

Nevada—KOLO-TV Reno; KLRJ-TV Henderson; KLAS-TV Las Vegas.

Wyoming—KTWO-TV Casper; KFBC-TV Cheyenne.

Utah—KSL-TV, KCPX-TV and KUTV (TV), all Salt Lake City.

New Mexico—KOB-TV Albuquerque.

Metromedia adds KLAC in \$4.5 million deal

Purchase of KLAC Los Angeles by Metromedia Inc. for about \$4.5 million is being announced jointly today (March 18) by Mortimer W. Hall, president of Hall Broadcasting Co., owner of station, and John W. Kluge, chairman-president of Metromedia. Transaction is subject to FCC approval.

Metromedia recently bought KTTV (TV) Los Angeles for \$10.4 million, subject to FCC approval (BROADCASTING, Jan. 2). Metromedia, through its Metropolitan Broadcasting Div., also owns