

## Justice Dept. Quiet On Contract Probe

THE Dept. of Justice had "no comment" last week on its investigation of whether a clause in the standard contract form endorsed by AAAA and NARTB constitutes "collusion" [CLOSED CIRCUIT, Aug. 3].

Under question by the Justice Dept. as to whether guaranteed rates, as provided in Part 5 of the contract form, might be in violation of antitrust laws. Extent of the Justice Dept. check, which covered "all stations" in Washington, was unknown, and a spokesman declined to elaborate until and if formal charges are brought. He said most of such complaints, however, arise from outside the Justice Dept.

The AAAA-NARTB form's Part 5 has a "most favored nation clause" whereby the medium agrees to give the advertiser the best rate afforded any other account for "like broadcasts." The contract form originally was agreed to in 1946 by AAAA and NARTB, and is not mandatory, but recommended only. A similar contract for television, approved by AAAA and NARTB last year, provides for substantially the same rate agreement, but the terms are somewhat more defined.

### Hurry Up For TV

WARNING that the public and Congress are in a hurry for TV and it's up to the FCC to expedite grants—even though some legal rights of applicants may be stepped on in the process—was sounded by new FCC Comr. John C. Doerfer last week. He spoke at a luncheon given for FCC Chmn. Rosel H. Hyde and Mr. Doerfer by the Federal Communications Bar Assn. at Washington's Willard Hotel last Tuesday.

Mr. Hyde made what was considered a plea for a letup in the number of legal pleadings filed with the Commission, all of which, he said, detracted from the staff's time in processing applications. Both Mr. Doerfer and Mr. Hyde made these points in remarks to 125 FCBA members. FCBA's luncheon committee was headed by Thomas W. Wilson, Dow, Lohnes & Albertson. FCBA president is Fred Albertson of the same firm.

## FCC Drops Illinois Case

HEARING on the move of the transmitter site of vhf Ch. 3 WCIA (TV) Champaign, Ill., instituted by FCC upon the protest of uhf Ch. 17 WTVP (TV) Decatur, Ill., was vacated by the Commission last week and the proceeding dropped as WCIA gave up plans to move. The disputed site was several miles closer to Decatur. WTVP agreed to drop its protest as WCIA offered to retain its present location but use a higher antenna [B•T, July 27]. WTVP alleged in its protest that it lost CBS affiliation because the WCIA move enabled the Ch. 3 station to cover Decatur with a "principal city" signal.

# NBC 'TANDEM,' CBS 'POWER' ENGAGE SRA IN FIREFIGHT

Station Representatives Assn. declares an advertiser can get more value by buying spots than it can by taking either of the network's plans. NBC's research men are quick to voice their disagreement.

STATION Representatives Assn., which last month asked the FCC to reopen its investigation of the station representation activities of the national networks [B•T, July 27], launched another attack against the networks last week.

This time SRA's targets were the Power Plan of CBS Radio and the Tandem Plan of NBC radio, which SRA claims cost the advertiser more than spot announcements on the same stations. Further, SRA asserts, "buying the announcements individually could give him far better audience ratings." These claims were immediately disputed by NBC's research department; CBS Radio research executives were not immediately available for comment.

Under the CBS Power Plan, SRA stated, "the advertiser is paying approximately \$14,000 per week (on a 52-week basis), whereas he could buy spot announcements on the same stations in Class A time for less than \$12,500 a week." NBC's Tandem Plan, SRA asserted, has a cost of "approximately \$15,000 per week (on a 52-week basis), whereas three Class A one-minute announcements on exactly the same stations could be bought for less than \$12,000 per week."

NBC disputes those figures, pointing out that its Tandem Plan for 1953-54 is priced at \$13,000 a week (\$2,000 less than last year's plan on which SRA comparisons were based). On a 52-week basis, which offers the advertiser a 10% reduction in time charges, NBC calculated the Tandem Plan cost (time and talent) at \$11,425 per week. On a less than 52-week basis, the \$13,000 overall Tandem Plan cost includes time charges of \$9,922 (63% of the Class A half-hour rate), NBC said.

NBC's Tandem Plan for the coming season gets under way Sept. 13. It will include *Six Shooter*, a western series starring James Stewart, broadcast Sunday, 9:30-10 p.m.; *Barrie Craig*, with Bill Gargan playing the title role, Tuesday, 8:30-9 p.m., and the *Eddie Cantor*

*Show*, which is described as "a pleasant blend of music, comedy, information and nostalgia," Thursday, 9:30-10 p.m.

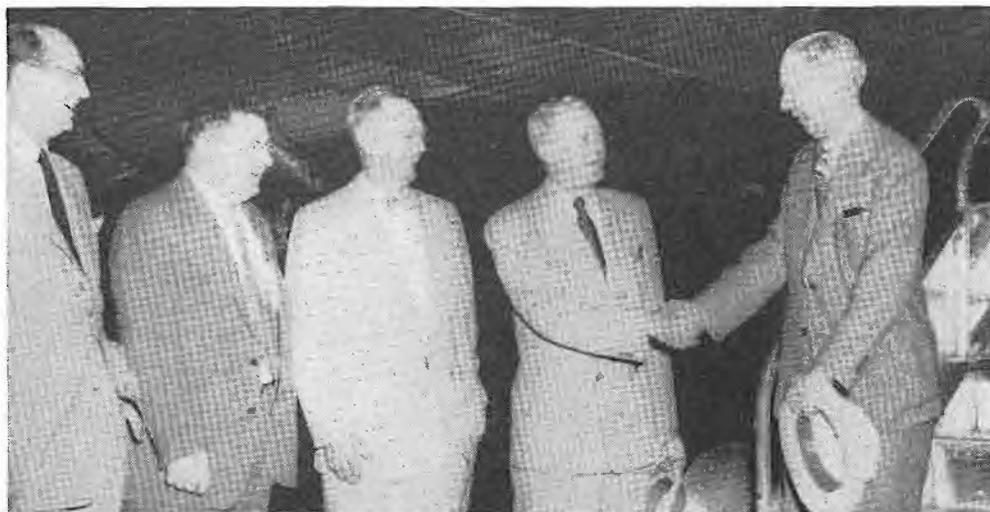
Package is offered to advertisers on the basis of a one-minute commercial and an opening and closing billboard on each program. NBC pointed out these billboards are network plusses not accounted for in SRA's comparison of the Tandem Plan with three one-minute announcements. Coleman Stove Co. is the first sponsor to buy into the upcoming series.

### Comparison With Spot

Even "more striking" than the comparison of Tandem and Power Plans with announcements placed on the same stations "is the comparison with purchases on a spot basis," SRA declared. Listing the nation's first 15 markets, SRA compared the cost, market by market, of these two plans with that of spot buys in the same markets, showing that for slightly less than the Power Plan and slightly more than the cost of the Tandem Plan an advertiser can get 188 spot announcements, compared to the 45 delivered by either the NBC or the CBS plan in the 15 markets. These spot announcements, which are all now available, SRA stated, have an "average weekly cumulative rating per market 100% higher than on either the Power Plan or the Tandem Plan."

SRA's tabulation for the 15 markets shows the CBS Power Plan costing \$3,745.04 overall and delivering an average weekly cumulative rating of 16.1. The 15-market cost of NBC's Tandem Plan adds up to \$3,383.43 and is credited with delivering an average weekly cumulative rating of 16.0. Spot radio costs for the same markets total \$3,543.90 and deliver an average weekly cumulative rating of 32.5, SRA figures show.

These calculations were vigorously protested by NBC statisticians, who said that as com-



RETURNING from Washington with details of FCC's grant of vhf Ch. 9 at Oklahoma City to Oklahoma TV Corp. following merger with KOMA [B•T, July 27], new Ch. 9 KWTW (TV) General Manager Edgar T. Bell (r) is welcomed by (l to r) Charles Guthrie of Video Independent Theatres, which is KWTW stockholder; John Griffin, head of family grocery interests, chief owner of KOMA and board chairman of KWTW; James C. Leake, Griffin Grocery Co. and part owner KOMA, and ex-Gov. Roy J. Turner, president of KWTW.