

# '55 RADIO REVENUE CURVE UP 1%

- FCC figures put year's total at \$453.4 million
- Combined radio-tv revenue for year: \$1.2 billion



**WROC-TV** Rochester, N. Y., signs with Peters, Griffin, Woodward Inc. for exclusive national representation. The contract becomes effective tomorrow (Tuesday). L to r: David C. Moore, president of Transcontinent Television Corp., owner-operator of the station; Lloyd Griffin, PGW vice president in charge of television, and PGW President H. Preston Peters.

## Frank E. Fitzsimonds Named KBMB-TV's General Manager

FRANK E. FITZSIMONDS, former vice president of KFVR-AM-TV Bismarck, N. D., has been named resident manager of KBMB-TV in that city, it was announced last week.

John W. Boler, president-general manager of North Dakota Broadcasting Co., owner of KBMB-TV, also announced that Fred Drewry, former commercial manager of KBMB-TV, has been reassigned to the post of regional sales service manager for KXJB-TV Valley City, N. D., another station owned by North Dakota Broadcasting.

Mr. Fitzsimonds is a former director of NARTB, representing stations in three upper midwest states.

## Schildhouse Leaves FCC Post To Become Manager of KOMA

SOL SCHILDHAUSE, an FCC attorney for the past eight years, has resigned to become general manager of 50 kw, CBS-affiliated KOMA Oklahoma City. Mr. Schildhouse resigned last week and is moving with his family (wife and three children) to Oklahoma City.

KOMA (on 1520 kc) recently was sold by the Griffin family for more than \$290,000 to a group including Burton Levine,



MR. SCHILDHAUSE

Myer Feldman, Arnold S. Lerner and Donald Rubin. Mr. Levine is president of WROV Roanoke, Va.; Mr. Feldman is counsel to the Senate Banking Committee; Mr. Lerner is sales manager, WCMS Norfolk, Va., and Mr. Rubin is a Florida banker.

RADIO broadcasters inched up almost 1% in revenues and 10% in profits in 1955, the FCC reported last week in issuing final financial data for last year. Total 1955 radio revenues came to \$453.4 million, and profits before federal income tax to \$46 million. This compares to 1954's total radio revenues of \$449.5 million and profits of \$41.8 million.

The FCC's tables show that combined radio and television broadcasting reached \$1.2 billion in time sales, 14.9% over 1954, with profits \$196.2 million, up 48.5%. The Commission reported that if commissions and talent and production charges were added to this, the grand total would be \$1.6 billion. It figured \$153.4 million in commissions paid to advertising agencies and station representatives, and an estimated \$212.2 million paid by advertisers for talent and production costs to individuals and producers not engaged in station or network operation.

Television's total revenues for 1955 were \$744.7 million, 25.6% over 1954; profits were \$150.2 million, up 66.3% over 1954. Figures for 1955's television were issued last summer [B•T, July 30].

Network radio revenues went down again in 1955, but station revenues continued up. The four national radio networks and three regional networks (including 19 owned stations) reported total 1955 revenues of \$78.3 million, 11.6% below that of 1954. Profits

for this group were \$5.9 million, or 28% under 1954.

But, total revenues reported by 2,724 other radio stations were reported as \$375 million, up 3.9%, with station profits in this group amounting to \$40 million, up 18.7% over 1954.

The sale of radio network time dipped to \$64.1 million in 1955—23.4% below 1954. But, the sale of station time to national spot advertisers went up to \$120.4 million, 0.2% over 1955, and to local advertisers to \$272 million, 9.9% over 1954.

Other highlights of the 1955 financial report:

- Fewer radio stations reported a loss in 1955 than in 1954. For 1955, 27.5% of the 2,692 reporting stations reported a loss, while in 1954, 30.7% of the 2,541 reporting stations showed a loss.

- Fm stations operated without am adjuncts—there were 38 of these—reported total revenues for 1955 of \$1 million, expenses \$1.4 million, for a loss of \$400,000. The other 453 fm stations could not allocate fm revenues and expenses in sufficient detail due to joint operations.

- Included in the report is a list of more than 200 radio markets where there are three or more stations operating. This chart gives total time sales, expenses and income for most of these stations.

FCC tables are on pages 68-69

## RADIO-TV FINANCES: 1955 AND 1954

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO<sup>1</sup> AND TELEVISION BROADCAST SERVICES

1954—1955

Service	1955	1954	Percent Increase or (Decrease) in 1955
<b>Total Broadcast Revenues</b>			
Radio .....	\$ 453.4	\$ 449.5	0.9
Television .....	744.7	593.0	25.6
Industry Total .....	\$1,198.1	\$1,042.5	14.9
<b>Total Broadcast Expenses</b>			
Radio .....	\$ 407.4	\$ 407.7	(0.1)
Television .....	594.5	502.7	18.3
Industry Total .....	\$1,001.9	\$ 910.4	10.1
<b>Broadcast Income (before Federal income tax)</b>			
Radio .....	\$ 46.0	\$ 41.8	10.0
Television .....	150.2	90.3	66.3
Industry Total .....	\$ 196.2	\$ 132.1	48.5

<sup>1</sup> Includes am and fm broadcasting.

Note: 1955 radio data covers the operations of four nationwide networks and three regional networks, 2,704 am and am-fm and 38 independent fm stations. 1954 data is for the same networks and 2,555 am-fm and 43 independent fm stations. 1955 tv data covers the operations of four networks and 437 stations (3 networks after Sept. 15, 1955, when DuMont ceased network operations). 1954 data is for four networks and 410 stations.