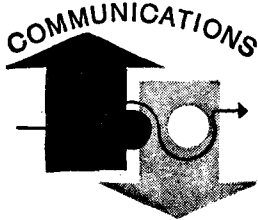


COMMUNICATIONS

Communications Editor: RICHARD L. TOBIN



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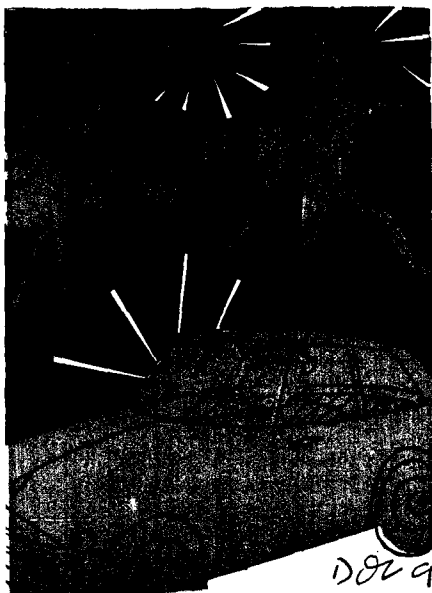
Why Radio Is Here to Stay

ANYONE WHO THINKS that television has put radio permanently out of business had better take a look at a couple of reports just issued by the Radio Advertising Bureau. The first RAB report reveals that spot radio's income for 1965 was more than a quarter of a billion dollars and that the soap companies, those bellwethers in advertising, have once again become important investors in radio. Procter & Gamble, not even listed in the top 100 spot radio advertisers in 1964, was forty-ninth last year with an investment exceeding \$1,000,000, while Colgate-Palmolive nearly tripled its spot radio spending, going from \$1,721,000 to \$4,335,000. The other important item is a statement by Miles David, RAB president, that radio is fast approaching saturation in spot availabilities for national advertisers. Mr. David recently toured major markets and found that an unprecedented number of radio stations were having great difficulty supplying time for national and regional advertisers clamoring to come back into radio.

Spot radio is, of course, highly important in any radio station's income pattern. Since the advent of evening television, fewer and fewer coast-to-coast network radio shows are sponsored by a single product or manufacturer. Rather, national advertisers have been buying spots at times best suited to their products. General Motors, Chrysler, and Ford spent a total of \$35,000,000 in spot radio in 1964 but \$41,000,000 in 1965, a gain of 16 per cent for the big three automotives alone. The ten leading advertisers in spot radio last year were, in order, Chrysler, General Motors, Ford, R. J. Reynolds, Coca Cola, American Oil, P. Lorillard, American Home Products, American Tobacco, and Anheuser-Busch. The ten brands most frequently advertised through spot radio last year were, in order, Ford cars, Coca-Cola, Dodge cars, Winston cigarettes, Plymouth cars, A T & T, Carling ale and beer, Preparation "H", Amoco gas and oil, and Pall Mall cigarettes. In other words, radio is back in business and will henceforth be a highly competitive factor in the electronic advertising arena.

Why is it that radio has made such an astonishing comeback after two decades of slow foundering? One answer comes from a quick look at last year's sale of radio sets. In 1965, 31,000,000 radio sets were sold in the U.S.; at the height of radio's popularity in 1946, only 14,000,000 sets were sold. Another item: there are now four radios in the average American household. In other words, practically every individual in this country owns his own radio set. Auto radios alone are now installed in more than 60,000,000 U.S. cars: in the peak radio popularity year of 1946 there were 6,000,000 auto radios. Overall, around 242 million radios are now being operated in the United States, a figure greater than the total population.

As radio has increased its circulation through greatly widened individual use of radio sets, particularly transistors, the cost of buying radio time has dropped. For example, the cost per thousand for radio spots has actually gone down in the past ten years, whereas all other media have increased their cost per thousand. Radio is, therefore, that much more efficient in delivering a saturation audience for certain national products, which



undoubtedly accounts for the enormous increase in spot radio sales during the past year.

The next big development in the exciting new radio field will be "convenience radios." Where the food business has successfully gone into "convenience foods"—all sorts of dishes, canned and frozen, ready for the table and requiring little preparation or even cooking—the radio business is now leaping happily into the pattern of modern living. A transistor one and one-half inches square can be built into an attaché case and carried by a businessman everywhere he goes. Radios are being built into desks, Cossack hats, outdoor clothing, and baseball caps. A far cry from the original



clock-radio, the first of its kind to be incorporated with some other electrical gadget, are the proposed radio-in-a-toaster or radio-in-a-stove. Indeed, radio is being built into every conceivable kitchen and bedroom appliance. This is saturation communication. The added income radio will get from its enormously widening audience will mean added service to the listener, better programming, quicker pickups from every corner of the earth—and nothing television can do will ever be able to compete with radio for instantaneous communication. In short, radio is here to stay, as much a part of the new American way of life as convenience food and color TV.

We've been listening to a great deal more radio lately, partly on purpose to learn why radio is making such a dramatic comeback, partly because the sunnier outdoor months seem naturals for radio listening, as they do for reading murder mysteries. By no means everything we've heard on radio lately has been good listening. The rock 'n' roll jockeys still dominate much of the dial, alas. The two-way radio conversation so much in vogue can be pretty tedious and artificial. And even good-music stations still run too many overbearing commercials for our taste (WQXR in New York is beginning to sound like a Madison Avenue loudspeaker). Just the same, radio programming is better, far better than it was in 1946: more honestly written, more intelligently conceived, freer of inhibition, fairer to its listeners, more imaginative in its use of instantaneous world-wide facilities and news. Nothing has ever quite replaced the immediacy and simplicity of radio communication, as nothing can compare with the good newspaper as a neat, inexpensive package of permanent information. Both are here to stay, even in a glamorous color-TV world.

—R.L.T.

Letters to the Communications Editor



Like You Like It

REFERRING TO R.L.T. [SR, May 14] on the misuse of *like* for *as* and readers' comments on the effect upon children when faced with this deliberate contradiction of what they are being taught in school, may I point out the following: Each day in this and possibly other states, children and adults are faced daily with official roadsigns reading: "Drive Slow." These officially ignore the adverb, which would be proper. Undoubtedly dropping the "ly" saves material and labor, but I have often wondered whether this reasoning gave birth to the error or whether it was committed through ignorance. Other signs, such as: "Danger—Children," also make for amused speculation, although they are not technically incorrect, I suppose.

BARBARA V. GIBBONS.
Falls Village, Conn.

EDITOR'S NOTE: *We've always rather enjoyed the driveway sign—"Slow Children."*

I HAVE READ the subject editorial and the subsequent letters of reaction with virtually total agreement; and while I am no purist of the Fowler stamp, thanks largely to incapacity, I am yet no Bergen Evans sloppy-chops either. As for the Winston cigarette advertising solecisms, my reaction is that their usage is an effort by the William Esty

Agency to talk down to us, the common people, from their (simulated) ivory tower. That leaves me with the inquiry: How do you talk down to William Esty?

Be that as it may, my point in writing this letter is to express my amazement at not finding the most obvious of all the comments concerning their deliberate misuse of the word *like*. In short, I ask this: If William Esty were promoting one of Shakespeare's comedies, how would they bill it? "Like You Like It"?

WINSTON B. BROWN.
West Hartford, Conn.

AS A HOUSEWIFE and novice writer, I am impelled to add my own pet peeve to those listed in your "Like Your Cigarette Should" editorial.

It is "Plus you get," for "In addition you receive." This phrase grates on the nerves as a fingernail on glass. It is heard so often on television, radio, and in general use every day of the week that the public has been brainwashed into believing it correct usage. I, therefore, advocate the organization of a "Down with 'Plus You Get'" Society, and fervently urge TV admen, businessmen and housewives everywhere to join.

LOWETA HOSKINS.
Albany, Oregon

I'VE JUST caught up with your May 14 issue and your comments on the Winston

Top Ten Network Radio Advertisers

1964

1. General Motors
2. Mennen
3. Campbell Soup
4. Bristol-Myers
5. Sterling Drug
6. Wrigley
7. R. J. Reynolds
8. International Minerals
9. Mars
10. Eversharp—Schick Safety Razor

1965

1. General Motors
2. Campbell Soup
3. Liggett & Myers
4. Eversharp—Schick Safety Razor
5. R. J. Reynolds
6. Mennen
7. Wrigley
8. Sterling Drug
9. P. Lorillard
10. General Mills

Top Ten Network Radio Advertising Agencies

1964

1. Campbell-Ewald
2. Needham, Louis & Brorby
3. Cunningham & Walsh
4. Warwick & Legler
5. Young & Rubicam
6. J. Walter Thompson
7. N. W. Ayer & Son
8. Norman, Craig & Kummel
9. Lennen & Newell
10. William Esty

1965

1. Campbell-Ewald
2. Needham, Harper & Steers
3. D'Arcy Advertising
4. BBDO
5. J. Walter Thompson
6. Grey Advertising
7. Cunningham & Walsh
8. Norman, Craig & Kummel
9. N. W. Ayer & Son
10. Young & Rubicam