

REAM QUILTS CBS

Salant Promoted



Mr. REAM

... retires to Florida



Mr. SALANT

... to policy-making group

JOSEPH H. REAM, one of broadcasting's best known executives, resigned unexpectedly last Thursday as executive vice president and a director of CBS.

His unheralded decision was attributed to "purely personal reasons." He said he would retire to live in Florida—and plans no other business activity—when the resignation becomes effective Aug. 1. CBS said he also will continue as one of its consultants.

In another top-level CBS change, on the heels of Mr. Ream's resignation, came the announcement, to be made public today (Monday), that Richard S. Salant, aggressive young attorney of the firm of Rosenberg, Goldmark, Colin & Kaye, CBS counsel, had been elected a CBS vice president and general executive and will move into the policy-making 20th-floor group at CBS headquarters in New York.

Mr. Salant, although destined for a high-ranking post in the CBS organization, was not brought in as Mr. Ream's successor, however. It was considered doubtful, in fact, that a new executive vice president would be named. CBS officials said Mr. Ream's resignation and Mr. Salant's appointment were "unrelated."

Prominent in Color Fight

Mr. Salant has been identified closely with CBS legal matters for several years, notably in the drawn-out and controversial but ultimately successful bid for FCC adoption of color television standards conforming with the CBS color TV system.

CBS authorities were quick to assert that there was "absolutely" no connection between Mr. Ream's retirement and the current conferences in which representatives of CBS Radio's affiliates are seeking to forestall feared reductions in network radio rates [B•T, July 7].

First of these conferences between an affiliates' subcommittee and top CBS officials—including Mr. Ream—was held over a six-hour span last Tuesday and Wednesday, and another is tentatively scheduled for Thursday this week.

As added emphasis to the denial that Mr. Ream's resignation is related in any way to the delicate rate situation, it was understood authoritatively that Mr. Ream will continue to concern himself with the rate problem right up to the Aug. 1 effective date of his leaving, if need be.

Although last week's initial subcommittee-CBS meetings—stemming from the affiliates' convention and group meeting with CBS top executives the preceding week—were described as "preliminary" and "exploratory," with no conclusions reached, hope was ex-

pressed in some quarters that the problem might be resolved in the relatively near future. Other participants felt there was "still a long way to go."

CBS officials offered no specific proposal at the meeting, it was reported. Details of the discussions were kept secret by mutual consent of the participants, but it is understood that additional information is being collected for use in future discussions between the two groups.

Representing affiliates in the meeting was George B. Storer of Storer Broadcasting Co., chairman of a 10-man committee set up by the affiliates the week before, along with three other members of a five-man subcommittee which he had appointed on Monday "to negotiate further with CBS and report back to the full committee and the affiliates."

The subcommittee consists of Mr. Storer; Victor A. Sholis of WHAS Louisville, who delivered a rousing keynote address in behalf of radio values at the affiliates' convention; John Patt of WGAR Cleveland and WJR Detroit; Kenyon Brown of KWFT Wichita Falls, Tex., and John E. Fetzer of WKZO Kalamazoo. Mr. Fetzer was unable to attend last week's conferences, held Tuesday afternoon and Wednesday morning in New York.

Representing CBS at the meetings were Board Chairman W

liam S. Paley, whose plans to depart for Europe over the weekend were said to have led to the scheduling of the session last week; President Frank Stanton; Mr. Ream; CBS Radio President Adrian Murphy, and Station Relations Vice President Herbert V. Akersberg.

The rate question is only one of many major policy issues in which Mr. Ream has figured since he joined CBS in December 1934.

One of the company's top policy planners, who last year drew \$65,000 in salary and \$17,475 in bonus from CBS, he is known to have expressed a desire many months ago to retire at a relatively early date. As long ago as last February, it was understood, he advised President Stanton that he would like to resign soon, but was prevailed upon to continue in office until this summer.

His intentions were made known to the CBS board of directors at a meeting last Wednesday.

In his letter of resignation, Mr. Ream asserted:

"It is appropriate at this time to implement the decision I made several months ago. . . . You are aware generally of the purely personal reasons which have impelled me to a step which is so hard to explain in the light of my long and happy associations at CBS."

Chairman Paley and President Stanton accepted the resignation

Ream Quits CBS

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"with profound reluctance." They responded:

"It is not necessary for us to dwell upon the emptiness that your departure from our day-by-day operations will cause. We know that you could not have made any other decision. Your creative and administrative contributions, your realistic and homely counsel will be missed by everyone in the CBS organization, in which you can count nothing but friends. You and your family have all of our good wishes always."

Mr. Ream, now 48, plans to move with his family to the Tallahassee area. They now live at Princeton, N. J. He said he has no plan to enter radio, television or other business activity.

Born Oct. 5, 1903, in Bedford, Iowa, he grew up in Topeka, Kan. He began the study of law at the U. of Kansas, where he received a B.A. degree, and was graduated from Yale with an LL.B. degree in 1927.

He was associated with the law firm of Cravath, deGersdorff, Swaine & Wood for eight years before joining CBS in late 1934 as general attorney for the corporation.

He was elected secretary in 1939, a vice president in 1942, and a director in 1945, advancing to the post of executive vice president on March 5, 1947.

Resigns From C. B. S. Board

The resignation of Joseph H. Ream as executive vice president and a director of the Columbia Broadcasting System, effective Aug. 1, was announced yesterday by William S. Paley, chairman and Frank Stanton, president. Mr. Ream, who will continue to serve C. B. S. as a consultant, is retiring from active duties. He joined C. B. S. in December, 1934, as general attorney. In 1939, he was elected secretary; in 1942, vice president, and in 1945, a director. He became executive vice president in 1948.

W. HERALD TR

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