

**WOOPS!!**

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

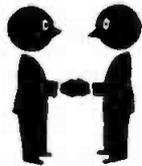
IN THE NATION'S CAPITAL  
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feature of the week



*ACTION* at Oklahoma State GOP convention was explained by newscaster Rogers for WKY-TV Oklahoma City viewers. Pickup was made by one of two cameras located on right side of stage in municipal auditorium. A second was placed at left side of stage and still another in forefront of delegation. Floor camera picked up speaker's table to Mr. Rogers' right and swung around for closeups of delegates. Stage units panned the convention scene. Interviews were handled by a second newscaster, John Fields. Scoreboard points up sponsor of TV coverage.

**I**F THE experience of WKY-TV Oklahoma City is any guidepost, telecasters who contemplate coverage of state political conventions had better discard any notion of following a rigid schedule.

That's the word from Bob Olson, WKY-TV program manager, and newscaster Mack Rogers after telecasts of the GOP Oklahoma state convention from the Oklahoma City municipal auditorium.

The station carried the highlights of the first political convention ever telecast in Oklahoma. The coverage was sponsored by Westinghouse Electric Corp., which also has

agreed to underwrite CBS Radio and Television broadcasts of the two national party conclaves next summer.

Reporting on the turmoil which perhaps will be compounded a thousandfold next summer, Mr. Rogers said WKY-TV "soon discovered that political parties make up the rules as they go along and the highlights of the convention may come at any time." Mr. Rogers handled the commentary and Mr. Olson directed the telecast.

"This utter unpredictability of the convention itself was our main problem," Mr. Olson reported. "We (Continued on page 61)



strictly business

**I**N THE LATE twenties, Arthur A. (Arche) Mayers, now president of Unity Television Corp., New York, left the family radio business to go into film work "because I wanted something new."

All this in spite of—and perhaps because of—his family's having been in radio for some time. They were, it is said, producers of the first electric radio set, in the days of battery receivers. Mr. Mayers had joined them, after a public school education, in their Argos Electric Co., but he now finds himself going full cycle with a business that distributes films for the newer form of broadcasting—television.

He left the family business, however, to become general manager of Colorfilm Corp., helping while there (Continued on page 94)



Mr. MAYERS

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Barre's  
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Want Coverage  
That Counts...

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Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped \$6,000 per annual family income . . . \$1,102 above U. S. average."

