

GOOD MUSIC GROUP CITES MITCH MILLER

- Given 'Man of Year' Award
- Music for Adult 'Buyers' Stressed

Last spring, Mitch Miller, volatile director of popular artists and repertoire at CBS Inc.'s Columbia Records Div., bristled his familiar beard and accused the nation's disc jockeys of having "abdicated [their] programming to the corner record shop . . . the pre-shave crowd that make up 12% of the country's population . . . zero percent of its buying power . . ." [STATIONS, March 17].

Last Monday, at a New York luncheon, Mr. Miller was hailed as a "trendmaker" and named "man of the year" by a group of stations comprising Better Music Broadcasters.

Carl L. Schuele, president of Broadcast Time Sales Inc., organizer of and station representative for BMB, said Mr. Miller "in his 'Gettysburg address of radio' signaled all broadcasters to take a long look at their programming" and noted Mr. Miller spoke "not only as a professional musician . . . but also as a man who was deeply troubled by an assault upon public taste . . . as a man who knows the business end of radio . . . a man who knows that advertising must pay."

Accepting the bronze plaque and an Arvin high-fidelity am-fm stereo radio, Mr. Miller reiterated his earlier stand by saying, "we must not underrate the taste and intuitive wisdom of the people." He added: "An audience has an insatiable appetite for fresh, varied and unpredictable music. I refuse to picture the listener as passive and slothful. An attentive and alert listener, which to you and your advertising clients means a successful and loyal listener, depends on a constant rotation of rich musical crops—and your [better music] programming proves that this can guarantee a financial harvest bigger and more permanent than radio has ever seen."

Attending the luncheon were representatives of the BMB stations, which include WVNJ Newark, WAYE Baltimore, WJMJ Philadelphia, WDOK Cleveland, KADY St. Louis, KIXL Dallas and XEMO Tijuana-San Diego.

Representing WDOK, Program Manager Wayne Mack noted that "radio is not just a show . . . but a backdrop to a busy day." He called upon more broadcasters to drown out "the neurotic sound" [of the so-called 'top 40' list] with "lush strings . . . and music that wears well." (He also said that a liquor referendum staged by the station drew 2,000 letters within one week and that 90% were against liquor ads on the air.)

Testimonials for good music programming also were offered by Jerome Feniger, vice president of tv-radio programming at Cunningham & Walsh, and his client, Donald Stewart, advertising manager of the Texas Co.; Donald Jacobs, account executive on G. Kreuger Brewing Co. at Grey Adv., and—in absentia—John Reeves, manager of R. H. Macy's record department.

Messrs. Feniger and Stewart referred to

the 18-year Texaco sponsorship of the Metropolitan Opera broadcasts Saturday afternoon and said that the two-minute Texaco commercial for 3½ hours of music might seem small. But they pointed out that Texaco gets thousands of letters, many giving unwavering allegiance to the Texas Co. product line because of the client's benevolence.

Mr. Jacobs said Grey and Kreuger had used one of the better music stations—WVNJ—on behalf of Ambassador beer and that WVNJ proved itself well enough to win a contract renewal after a 16-week trial.

The renewal calls for 4,400 more announcements in 1959 and represents a 100% frequency increase.

Mr. Reeves delivered his testimonial by telegram. It pointed out that "lp" albums—which account for most of good music station programming—represented 36% of total yearly record unit sales but represented 70% of the dollar volume, which he said proves the importance of previewing lp's on good music stations. In New York alone, he said, lp's account for almost 80% of the dollar volume, a jump of 30% this past year.

Creditors Seek Revamping Of WTVW (TV) Evansville

A petition for reorganization under Chapter X, Federal Bankruptcy Act, has been filed by the president and principal stockholder of ch. 7 WTVW (TV) Evansville, Ind.

The suit was filed in federal court in Evansville Dec. 19 by three companies owned or controlled by Ferris E. Traylor. They claimed the ABC-affiliated station owes them more than \$400,000 and asked that a trustee be appointed to run the station while a plan of reorganization is worked out.

No cessation of WTVW's operations is contemplated, it was announced. The petitioning creditors have guaranteed to underwrite the continued operation of the ch. 7 outlet.

The reorganization request is considered another move in the tangled stockholder affairs of the Evansville station. Earlier this year, some stockholders entered into a voting agreement with Rex Shepp, another principal owner. Later a court injunction was procured forbidding Mr. Shepp to assume management control.

WTVW is also fighting an FCC order which would require it to relinquish ch. 7 for a uhf channel. The Commission is proposing to move ch. 7 from Evansville to Louisville, Ky. Only two weeks ago the U. S. Court of Appeals for the District of Columbia upheld, by a two to one vote, the FCC's rulemaking action in moving ch. 9 into Evansville from Hatfield, Ind., and marking it as reserved for educational noncommercial use [GOVERNMENT, Dec. 22].

WGN-AM-TV Studios to be Moved

Management of WGN-AM-TV Chicago plans to move the station's studios out of the Tribune Tower and has negotiated for purchase of property on city's northwest side as part of "eventual expansion plans,"

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