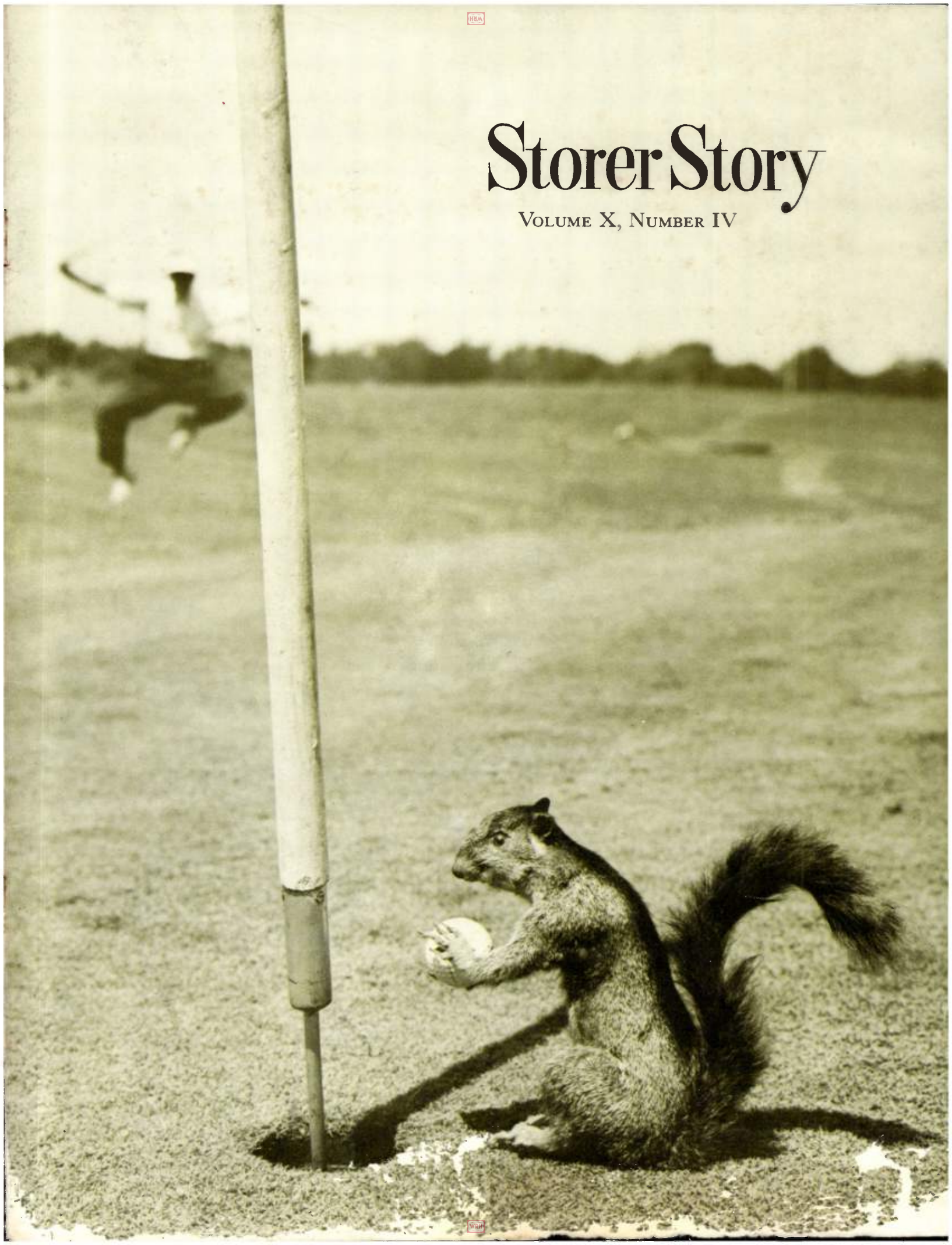


Storer Story

VOLUME X, NUMBER IV



Corporate News

Storer Story

The STORER STORY is published bi-monthly in Miami, Florida, and distributed to all employees of the Storer Broadcasting Company and subsidiary companies.

VOLUME X

NUMBER IV

JOHN J. KELLY.....Vice Pres. for Adv.-Prom.
JOYCE DE BRUHL.....Editor
TIM ROCHA (WJBK-TV).....Cover Artist

CORRESPONDENTS

LINDA FORD.....WAGA-TV, Atlanta
KEN MALDEN.....WGBS-Radio, Miami
DOREEN SHECHTER.....WJBK-Radio, Detroit
BOB ZAK.....WJBK-TV, Detroit
JOHN NEWMAN.....WHN, New York
RAY VANDERSLICE.....WIBG-Radio, Philadelphia
LAURA JEFFRIES.....WSPD-TV, Toledo
JACK WILLIAMS.....WSPD-Radio, Toledo
CHARLES HUTAFF.....WJW-Radio, Cleveland
JAN MANNING.....WJW-TV, Cleveland
RON PULERA.....WITI-TV, Milwaukee
BILL THOMPSON.....KGBS, Los Angeles
TERRY ANDERSON (Miss).....Storer TV Sales

STORER STATIONS

WJBK-Radio, Detroit	KGBS-Radio, Los Angeles
WJBK-TV, Detroit	WAGA-TV, Atlanta
WJW-Radio, Cleveland	WGBS-Radio, Miami
WJW-TV, Cleveland	WIBG-Radio, Philadelphia
WSPD-Radio, Toledo	WITI-TV, Milwaukee
WSPD-TV, Toledo	WHN-Radio, New York



Storer Broadcasting Company reported a record-breaking 1964 second quarter. Gross revenues increased to \$11,192,173 in the second quarter of 1964 from \$10,147,147 for the similar period in 1963. Net income for the 1964 period increased to \$1,990,433 or \$.98.6 per share, from \$1,304,437, or \$.61.3 per share. The 1963 figure included a non-recurring loss of \$256,247 on disposal of assets.

Revenues for the first six months of 1964 were \$21,430,332, up from \$19,917,858. Earnings increased to \$3,585,213, or \$1.78 per share, in 1964 from \$2,931,654, or \$1.28 per share, in 1963.

George B. Storer, Jr., President, said gross revenues were up 10.3% for the second quarter of 1964 and up 7.6% for the first six months of the year over the similar 1963 periods. He noted that first quarter revenues were inflated because of newspaper strikes in New York and Cleveland, two of the Company's largest operating areas. Storer revealed that second quarter television revenues increased 10.5% and radio revenues increased 9.5%. He attributed much of the radio stations' increases to the fine showing now being made by the Company's New York station, WHN, which was purchased in 1961 for a record \$11,000,000 price.

Mr. Storer said that the increases in television were due to the continuing growth trend of the industry, particularly in the larger markets.

The Board of Directors of Storer Broadcasting Company voted to increase the quarterly dividend to fifty cents per share on its Common Stock and twenty-five cents per share on its Class "B" Common Stock. The quarterly dividend is payable on September 9, 1964 to stockholders of record as of August 21, 1964. Previous quarterly dividends were forty-five cents and twelve and one-half cents per share, respectively.

The declaration marks the forty-third consecutive quarterly dividend paid on the stock since it went public in November, 1953. Since July, 1955 the Storer Broadcasting Company Common Stock has been listed on the New York Stock Exchange. Class "B" Common Stock is not listed.

The Board Action also marks the 188th dividend payment made on Storer stock since it was first issued in 1930. The Company was founded in 1927.



In Memoriam

Storer Broadcasting Company has been deeply saddened by the deaths of two long-time employees—Gayle V. Grubb and Carolyn E. Groves.



Gayle V. Grubb

Gayle V. Grubb served the Company as a Special Representative in San Francisco, California. He first entered broadcasting in 1924 with station KFAB, Lincoln, Nebraska, following his graduation from Nebraska University. Four years later he joined WKY, Oklahoma City, as General Manager. In 1945 he moved to ABC as General Manager of KGO, San Francisco, and in 1949 became head of KGO-TV when it went on the air.

In 1953, he joined Storer Broadcasting as Vice President and General Manager of WJBK-TV. He returned to San Francisco in 1956 to head up the Storer TV Sales office.

He is survived by a daughter, Mrs. Ben Clark of Los Angeles, and a son, Gene Grubb of Denver.

Carolyn E. Groves, Chief Accountant for Storer Broadcasting Company, was employed as a bookkeeper and office manager in 1945 when the forerunner of Storer Broadcasting, the Fort Industry Company, moved the accounting department from Detroit to Toledo.

During the first months on her new job, Mrs. Groves kept the books for WHIZ and WAGA. Later she took over the Home Office payroll and top company financial statements. She was with Storer's first television station, WSPD-TV, when it went on the air. Mrs. Groves was made Chief Accountant in 1951, and moved to the Miami Home Office in the spring of 1954.

She was married to Edward L. Groves in 1961. She is survived by her husband, a daughter, Mrs. E. George Curdes, Jr. of Toledo; a step-son, Edward L. Groves, Jr., of Miami; two grand-daughters and a grandson.



Carolyn E. Groves

Public Service



Mr. Kenneth Bagwell, former General Manager of WAGA-TV, and presently Vice President in charge of TV operations in Cleveland, accepts a certificate of appreciation by Colonel James B. McBayer, Jr., for outstanding service in the Marine Recruiting Program on behalf of WAGA-TV.



Frank Rising, Editorial Director of WJBK-Radio and TV, has been selected as one of five of Detroit's most "interesting and articulate" personalities to write for the Detroit News "As I See It" column. Mr. Rising is the

only television figure chosen for the newly created feature.

The new assignment will not be the first association with print media for Mr. Rising. He has worked on the editorial staffs of six newspapers in Florida, Tennessee, and Alabama and was Managing Editor of "Today" magazine in New York. He later became Associate Editor of "Business Week" and Contributing Editor for five other McGraw-Hill magazines.

Mr. Rising was a member of the War Manpower Commission and War Labor Board throughout World War II, and of the Wage Stabilization Board after the war.

He has lectured on personnel problems at Princeton, Harvard, Stanford, Michigan, Dartmouth and other schools, and is a well known advisor to industry.



Ray Gaber, of the WAGA-TV sales department, was presented a certificate for outstanding service on the publicity committee of the Heart Fund, and a bronze medallion for meritorious service in the fight against heart disease.



WIBG Radio 99 receives a commendation from J. Edgar Hoover, Director of the Federal Bureau of Investigation, for its series, "Know Your FBI." Shown at the presentation are (l. to r.) Norris Harzenstein, Field Supervisor, and Joe D. Jamieson, Special Agent in Charge, both of the Philadelphia Office of the FBI; Jerry Grove, WIBG Director of News and Public Affairs; and Joseph T. Conway, Vice President and General Manager.

The finals of the 1964 Cleveland Junior Olympics will be televised by WJW-TV. The track events will be telecast live, with video tape segments of earlier events between races.

Junior Olympics is a summer playground activity co-sponsored by WJW-Radio and TV, the Cleveland Board of Education and the Lake Erie Amateur Athletic Union.

It was originated by WJW-Radio in 1946 and since that time hundreds of thousands of Cleveland area youngsters have participated in the Junior Olympics.

Junior Olympics not only encourage the youth of Cleveland to take advantage of supervised playgrounds but it also encourages them to learn the value of good sportsmanship and creative group activity.

Appointments



Fay Gillis Wells, former New York Herald-Tribune columnist, foreign correspondent and noted aviation writer and flier, has been named correspondent for the Washington News Bureau of the Storer Broadcasting Company. The addition of Mrs. Wells to Storer's Washington News Bureau gives the Company one of the few husband

and wife teams covering the national scene. Linton Wells is director.

Mrs. Wells will concentrate on general coverage of governmental affairs with particular emphasis on stories and representatives related to the nine areas served by the Storer radio and television stations. She will also cover the White House.

A product of Michigan State University, Mrs. Wells was an early day flying enthusiast, getting her pilot's license in 1929. With Amelia Earhart and others she helped form the Ninety-Nines, the international organization of women pilots.

A founder member of the Overseas Press Club, Mrs. Wells and her husband make their home in Washington, D. C. They have a son, Linton, Jr., a Midshipman at the U. S. Naval Academy.



Sid Siegel, one of the Midwest's foremost cameramen and creative innovators, has joined the WJBK-TV staff in the newly-created position of Chief Cinematographer.

Mr. Siegel already boasts a lengthy list of WJBK-TV film credits as a free-lancer even before joining the staff. He filmed the TV 2 documentary, "Ross Barnett

Invades the North" which won a Michigan Press Association Award. He also filmed a documentary on Detroit air pollution titled "Poison In the Air." A stringer for CBS, he is responsible for the dramatic aerial nighttime footage used on the opening of WJBK-TV news and movie programs. Since becoming the station's Chief Cinematographer, he has filmed the special, "Spring Into Summer" with Lee Shepherd.

In his new capacity, Mr. Siegel will direct newsfilm production and supervise new quality control procedures. He will continue to cover news stories and work on documentaries and specials.

Mr. Siegel, his wife and family live in Oak Park, Michigan.



Terrence McGuirk, Account Executive in the New York Office of Storer Television Sales has been named National Sales Manager of WAGA-TV.

Before joining Storer Television Sales when the representative firm was organized in 1961, Mr. McGuirk worked in Broadcast Sales for the Columbia Broadcasting System for ten years including positions with WCBS-TV, CBS Spot Sales, Sales Manager of CBS' "Extended Market Plan" and in the CBS Radio operations department. He is the second STS salesman to transfer to a Storer television station as National Sales Manager.

Mr. McGuirk takes over responsibility for national sales from Paul Raymon, former General Sales Manager, who was named WAGA-TV Station Manager in June.

Married and the father of six children, Mr. McGuirk is a native New Yorker. During service as an Army paratrooper he was stationed at Fort Benning, Georgia. He attended Cornell University and graduated from Fordham. His hobbies are golf and sailing and he is currently Commodore of the Babylon, New York Yacht Club.



Pete Hollis, WJBK-TV's Production Manager, must be one of the few men ever to graduate from Baseball Umpiring school and then turn to composing music.

A staff director at WJBK-TV for the past eight years, Mr. Hollis was recently named Production Manager by the station's Vice President and General Manager Larry Carino. He originally

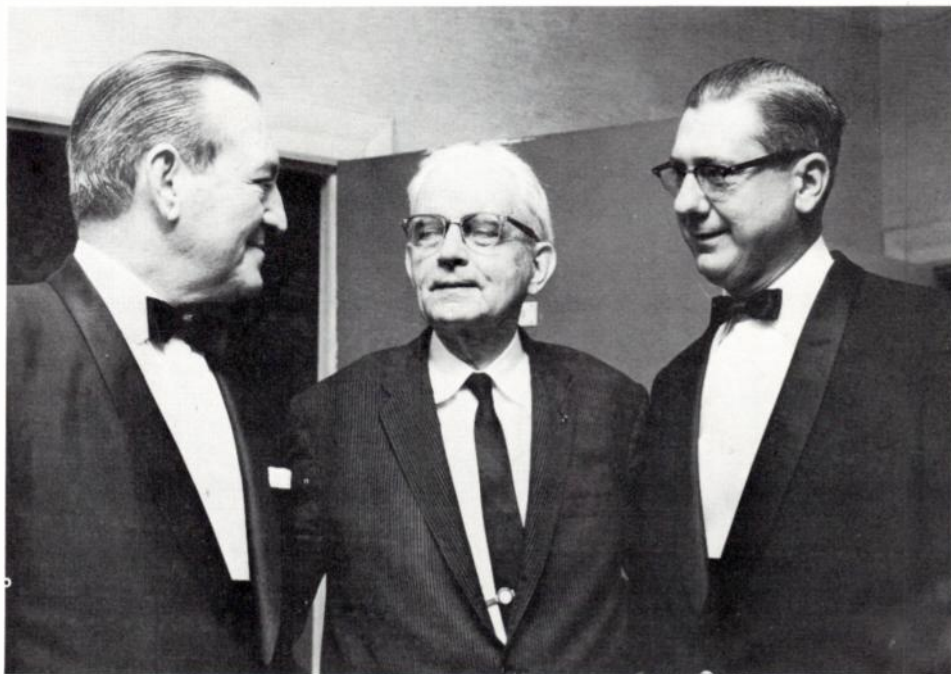
came to WJBK-TV in 1951, starting as Prop Manager.

An accomplished pianist, Mr. Hollis was a Theory Major at the Detroit Institute of Musical Arts for three years and for a while, had his own trio. His longtime hobby has been writing music and he has come very close to being published. He wrote and scored the Wayne Men's Show for Wayne State University.

The other half of the Pete Hollis paradox found him dabbling in baseball. As a left-handed pitcher, he once had a tryout with the Old Milwaukee Brewers in the Triple A League. Later, he graduated from the Bill McGowan Umpire School.

Mr. Hollis, his wife Marcia, and their two children live in suburban Royal Oak, Michigan.

STORER Hosts Washington Reception



Stanton P. Kettler, Executive Vice President, left, and Lionel Baxter, Vice President-Radio Division, right, talk with Senator Spessard Holland of Florida.

In Washington attending the annual dinner of the Radio-Television Correspondents' Association, representatives of the Storer Broadcasting Company and the Washington News Bureau hosted a party for government officials. George B. Storer, Jr., President; Stanton P. Kettler, Executive Vice President; Lionel Baxter, Vice President-Radio Division; Bill Michaels, Vice President-Television Division, and John McCoy, Vice President for Law and Secretary along with Mr. and Mrs. Linton Wells welcomed the distinguished guests.

Attending the party were: F.C.C. Commissioners Rosel H. Hyde and Kenneth Cox; Senators Jacob L. Javits, Kenneth B. Keating and Congresswoman Kath-

erine St. George of New York; Senator Abraham A. Rubicoff of Connecticut; Senator Harrison A. Williams, Jr., of New Jersey; Senator Stephen M. Young and Congressman Oliver P. Bolton of Ohio; Congressman William S. Broomfield of Michigan; Senator Spessard L. Holland of Florida; Congressman Craig Hosmer of California; Senator Herman E. Talmadge of Georgia; Senator William Proxmire of Wisconsin and Senator Margaret Chase Smith of Maine.

Other guests included Miss Ty Wells, Mr. and Mrs. Warren Zwicky, Mr. and Mrs. Earl Gammons and Miss Sheila Kelly.

—Photos by PAT YOUNG

Below, President George B. Storer, Jr., Mrs. Fay Wells, and Senator Holland. Right, Bill Michaels, Vice President-Television Division, Congresswoman Katherine St. George of New York, and Lionel Baxter, Vice President-Radio Division.





WSPD-Radio Goes to Kiddieland

Through special arrangements with the Wee Tee Kiddieland Amusement Park, WSPD-Radio played host to the children of the Toledo area. Response to the announcement of "free rides" was enthusiastic. Not only did individuals bring their own and neighboring children, but there were five bus loads from the Miami Children's Home and St. Antony's Villa. Fun and excitement prevailed and it proved to be an enjoyable day for young and old alike.



PROGRAM



WHN News Director Mike Prelee interviews workers on the job at Brooklyn's giant Navy Yard.

The burning question for some 12,000 Brooklyn residents and their families received support from WHN-Radio via the station's broadcast of a special program in the series DOCUMENTARY 1050 titled "Will They Scuttle the Brooklyn Navy Yard?"

Senators Jacob Javits and Kenneth Keating, along with Brooklyn Borough President Abe Stark, plus a group of workers at the Navy Yard who are members of the Brooklyn Metal Trades Council, were heard.

Members of the Brooklyn Metal Trades Council printed and passed out over 100,000 handbills publicizing the show and two of Brooklyn's largest department stores used newspaper ads to urge the public to listen.

The program received an enthusiastic response, and as a result, WHN repeated the half-hour program.

Drawings of Presidents Garfield and Lincoln never before seen on television were featured in the WJBK-TV special, "Portrait of the Assassins."

The half-hour program was written, produced and directed by WJBK-TV Director Dick Dietrich. Dietrich's research turned up intimate and seldom-told details in the assassinations of Presidents Lincoln, Garfield, McKinley and Kennedy. The program actually painted personal portraits of assassins Booth, Guiteau and Czolgosz through the use of rare drawings and photographs. Film and videotape of the Kennedy assassination



were vital segments of "Portrait of the Assassins."

The WJW-TV-CBS Press Room maintained an "open door" policy practically twenty-four hours a day during the 1964 Governors' Conference. All types walked in to say hello; including a governor that nobody recognized, various newspaper and media people and governors' aides and families.

At one point, during a lively discussion of Pennsylvania Governor William S. Scranton's qualifications and actions, a lovely shoeless lady walked into the suite asking if she could use a phone. She was politely told that as soon as the phone was free, she was welcome to use it. Meanwhile, the Scranton discussion continued. However, it immediately ceased when the visitor was overheard to say on the phone, "Hello, this is Mrs. Scranton. May I speak to the Governor? I am locked out of my room."

The embarrassed newsmen quickly apologized and the gracious lady said that she had not overheard a thing. It seems all the Scrantons are politicians.

WJW-TV's Joel Daly was on hand to cover the 1964 Republican Convention in San Francisco. In addition to the vast coverage of the Convention by CBS, Mr. Daly's film and telephone reports supplemented a local touch to the excitement for WJW-TV viewers.

Throughout the summer season, WSPD-Radio is carrying name bands direct from Cedar Point at Sandusky, Ohio. Each Saturday night WSPD-Radio broadcasts such famous bands as Buddy Morrow, Glenn Miller, Sy Zentner, Jimmy Dorsey, Count Basie, Ralph Marterie and Skitch Henderson.



Left to right, WGBS News Director, Spencer Danes, Newsman Bill Eirls, Florida State Attorney General-Elect, Earl Faircloth and Editorial Director, Norman D. Christensen. Faircloth appeared before the WGBS microphones shortly after his victory in the Democratic State Primary. His remarks on civil rights legislation, reapportionment, prayer in schools, campaign expenditures and his own political future were heard on the program "Perspective."

NOTES



President Lyndon Johnson signs into law the wage implementation amendment to the Davis-Bacon bill. Covering the signing is Fay Wells, Storer White House correspondent, first woman from left.

At the request of Michigan Governor George Romney, WJBK-TV produced a half-hour special program entitled, "Michigan Massacre." The program dealt with the alarming rise of traffic deaths in the state of Michigan, and was used to kick off a traffic safety campaign.

The realistic and shocking special contained film shot at the actual scene of fatal accidents. It clearly showed the aftermath of high-speed collisions . . . the wrecked vehicles, the dead and the badly injured.

Response to the program was overwhelming, and the station subsequently made prints of the show available for private showings throughout the state of Michigan.

• • •

WSPD-TV recorded another "first" in Northwestern Ohio when it presented "Cancer and Women." Channel 13 journeyed to hospitals, laboratories, and private homes incorporating the use of the new portable machtronic tape recorder and the cameras in an effort to obtain an in-depth report on this vital subject.

The program, narrated by Frank Venner and David Drury, showed dramatically how a simple, completely painless test used to detect uterine cancer has brought the disease to the point where it is virtually 100 per cent curable. The famed "Pap Test" has developed the prospect for complete recovery whereas a few short years ago the diagnosis was generally filled with despair.

• • •

WJW-TV's "Goulardi" has recently returned from a trip to California where he filmed a segment of CBS-TV's GUNSMOKE which stars Jim Arness. "Goulardi," played by Ernie Anderson, will be seen in a character role on the program which is to be telecast early this fall.



WHN-Radio has launched a new late night sports program, "Marv Albert's Sports Report." Host of the show is Marv Albert who, at 22, is the youngest full-fledged sportscaster on any major New York radio station.

Mr. Albert's "Sports Report" spotlights the latest sports news, along with interviews of the day's sports headliners.

At 19, WHN's young sports voice was already calling play-by-play for International League ball games over Mutual Broadcasting System's WFBL in Syracuse. At the age of 20 he broadcast Knickerbocker Basketball and Ranger Hockey from Madison Square Garden.

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WAGA-TV newsman Vic Lambert has been invited to make a two-week tour of U. S. and NATO defense installations in Western Europe. The trip, at the invitation of the National Guard, will take Lambert to Germany, France and Italy. He will send back special filmed reports, to be aired on Channel 5 newscasts, of the Air National Guard's "OPERATION READY-Go." Airmen from 22 states will take part in this operation and Air Guard personnel from Georgia will play a vital role in the exercise. For the Guardsmen, the European deployment will be their annual two-week field training. Purpose of the exercise is to demonstrate the Air Guards' capability to move anywhere in the world in a matter of hours. Lambert is one of two radio and television reporters from Georgia invited to cover the exercise.



Speaking out in favor of the controversial school levy issue on WJW-Radio's FORUM 850 are, left to right, Councilman Anthony Pecyk; School Board President, Ralph A. McAllister; WJW Newsman, Joe Dannery; and School Board Member George Dobra.



WJW-TV General Manager Robert S. Buchanan welcomes Governor William Scranton of Pennsylvania to Cleveland.

WJW-TV Covers Governors' Conference

The politically significant Governors' Conference recently held in Cleveland ranked as a top news story. With Governors Rockefeller, Scranton, Romney and Wallace as delegates; Senator Barry Goldwater, Richard Nixon and General Dwight Eisenhower attending as guests, in-depth coverage became imperative.

WJW-TV and CBS made arrangements for complete facilities at the site of the conference, the Sheraton-Cleveland Hotel. Their combined news operation included twenty-five newsmen and photographers, plus engineers, directors and cameramen.



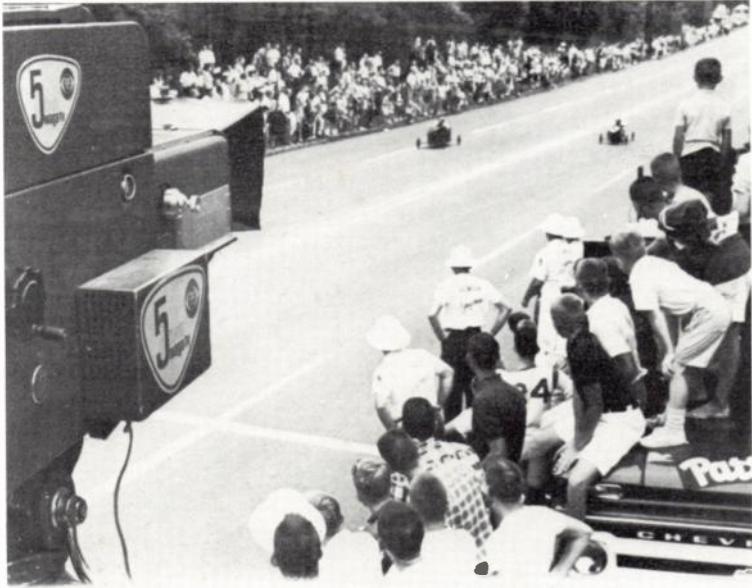
Alabama's Governor George Wallace is interviewed by Mickey Fainagan, News Editor of WJW-TV.

Sandy Sokolow, left, Producer of CBS Evening News, and WJW-TV Newscaster Joel Daly listen as Walter Cronkite of CBS conducts a telephone interview.



Governor Scranton appears on CBS' "Face the Nation" as it originates from the WJW-TV studios.





Brothers Vic and Bill Harvey battle for first place.



Ed Thilenius interviews winner Vic Harvey, and second place winner, his younger brother Bill.

WAGA-TV Televises Derby

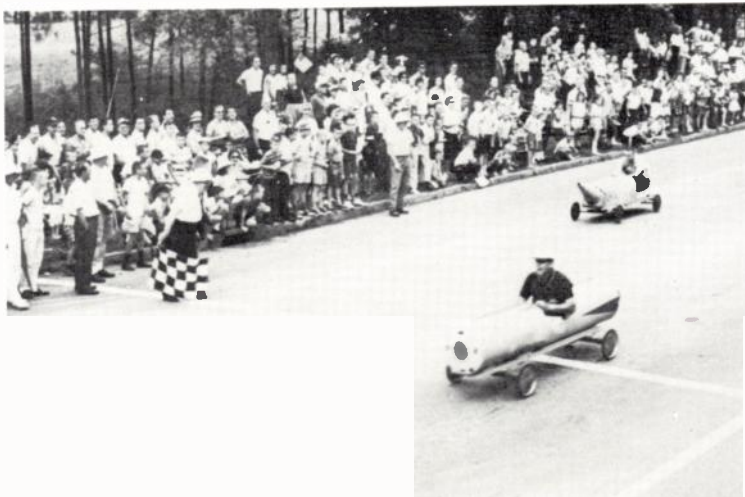
WAGA-TV recently televised the exciting Atlanta Area Soap Box Derby. Sports Director Ed Thilenius and Paul Shields shared the descriptive duties with Pat Wooddell of "Petticoat Junction" as guest.

Prior to the main event, an Oil Can Derby was held with WAGA's Ed Thilenius victorious over Bill Dickey of WQXI-Radio.

WAGA-TV carried the final heats of the derby live. Over ninety boys from eleven to fifteen competed, but the race turned out to be a battle between brothers as 14-year-old Vic Harvey defeated his 12-year-old brother Bill by less than a half-car length.

Top prize for the event included a \$500 bond and a trip to Akron, Ohio to compete in the National Soap Box Derby.

Ed Thilenius, WAGA-TV Sports Director, defeats Bill Dickey of WQXI-Radio in the Oil Can Derby.



Judy Kaphen, Miss DeKalb County, congratulates Ed Thilenius (right) winner of the Oil Can Derby.



Station Personalities

One of New York's best known personality names, Lonny Starr, has moved into the lead-off morning position for New York's "Sound of Music" station, WHN.

Lonny Starr was chosen for the important morning period because of the loyal following he had established in New York radio over the past 17 years.

Mr. Starr joined WNEW in 1947 and remained with the station for 13 years, then served as morning man for WINS in 1960 and 1961. At both stations, he was responsible for attracting major audiences. He became especially well-known for the "Starr, Sinatra and Strings" feature and as host of New York's first TV "Dance Party" show.

Mr. Starr, his wife and two children make their home in Valley Stream, Long Island.



Lonny Starr . . . WHN-Radio's new lead-off man.



Salty . . . WSPD-TV's sea-going clown.

To most children a whistle means many things . . . but to the children in the northwestern Ohio area it can mean only one thing. It's time for Salty!

Salty is WSPD-TV's sea-going clown with nothing but a whistle for a voice. He talks and the children listen, but mostly they love. To them, Salty is everything nice. The lovable clown with the big red nose, the flying wig of red hair and the oversized sneakers digs the kids, and the kids dig him.

Dick Beach, staff director in charge of news programs, has portrayed the elfin Salty since 1960 and since that time, he has been a trade name in northwestern Ohio homes. Playing the clown is nothing new for Dick. He has been at it since the 1950's when he was pressed into emergency service as master of ceremonies on WSPD-TV's old "Fun Farm."

At present, Salty is seen on WSPD-TV every Saturday morning for an hour of cartoons on "Salty's Cartoon Party."



'Beautiful Music' Comes to Detroit



"The Sound of Beautiful Music and Total Information News" has been introduced to Detroit by WJBK-Radio. Harry Lipson, Vice President and General Manager of the station, stated that "the new programming results from extensive studies of community needs and desires, and follows the pattern of Storer Broadcasting Company Stations WGBS - Miami, WHN - New York, WJW-Cleveland, and KGBS-Los Angeles."

WJBK-Radio's transition to a "Beautiful Music" format is a prelude to a five-fold increase in power to 50,000 watts. The new 50,000-watt facility is scheduled for operation by the end of the year.

Mr. Lipson stated further, "Beautiful Music on AM and FM, together with the award-winning WJBK news organization, will be immensely more productive in the Detroit market for advertisers and the Station. The response we have had from influential members of the community makes all of us proud to introduce the new WJBK."

WJBK went on the air in 1925 and became a Storer Station in 1947.

The new programming will not result in major staff changes, which, Mr. Lipson indicated, was an important factor in their planning. Morning man Marc Avery, long established Clark Reid, Bob Lee, Alan Thayer and Bob Layne will continue to serve WJBK-Radio listeners. The news staff will be augmented under News Director Bob King.



The studios of WJBK-Radio in Detroit.

F.A.B. Elects Neary to Top Post

Bernard E. Neary, Vice President and General Manager of WGBS-



Radio, has been elected to the presidency of the Florida Association of Broadcasters.

The F.A.B. recently held its 29th convention in Miami Beach, and the election of Mr. Neary was one of the high points of the three-day meet.

The convention gained national prominence when Governor William Scranton of Pennsylvania addressed the broadcasters.

Active in broadcasting for many years, Mr. Neary joined the Storer Broadcasting Company in 1958. He resides with his wife and son in Coral Gables, Florida.



Radio Miami WGBS afternoon news editor, Michael O'Neal, has been accepted for membership in the Miami professional chapter of Sigma Delta Chi, professional journalism society.

O'Neil, creator of the Freedoms Foundation Award-winning program, "I Am an American," is the second of three radio journalists to enter the selective society. WGBS news director, Spencer Danes, was the first member of the Miami radio news media to be initiated into the society.

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Reggie Martin, Vice President and General Manager of WSPD-Radio, has been elected president of the Downtown Coaches Association. The Downtown Coaches is an organization devoted to the furtherance of interest in all athletics, specifically to aid, financially and otherwise, athletics at the University of Toledo.

Bob Zak, Assistant Promotion Director at WJBK-TV and an Army Reservist, was presented with a Letter of Commendation and Appreciation from the Office of the Chief of Information for his work on this summer's Active Duty for Training.

Mr. Zak, who holds the rank of Sergeant, was stationed at the Army Hometown News Center, Kansas City, Missouri for two weeks. The letter, signed by Lieutenant Colonel Vernon E. Davis, Commanding Officer of the News Center, read in part:

"Your work in both Radio and Television Branches of this Organization assisted materially in the accomplishment of the mission of this unit . . . Your military bearing, attention to detail, neatness and cooperative spirit exemplify the best qualities of the citizen soldier, and reflect much credit upon yourself and the United States Army Reserve."

Mr. Zak wrote and narrated a documentary film on the activities of the center.

• • •

Staff Sergeant Charles Gipson, son of WJBK-Radio employee Ruel Gipson, has received special recognition from the U. S. Air Force Secretary, Eugene M. Zuckert, during the observance of the 10th Anniversary of the Air Force Missile and Space Progress this year.

Sergeant Gipson is a flight engineer at the Headquarters of the Air Force Command's Space Systems Division in Los Angeles.

WJW-Radio's Bruce McDonald was the recipient of the 1964 Twyla M. Conway Honorable Mention Award for outstanding Public Affairs programming.



The award was given for the program "Young America Sings and Plays" in recognition of its outstanding contribution to creative programming in the medium of Radio

for the Greater Cleveland area.

This marks the second successive year that the program has been singled out by the Radio-TV Council of Greater Cleveland for recognition.

WIBG-Radio disc jockey, Hy Lit has been unanimously selected as an umpire and member of the Advisory Council of the Tri-State Amateur Baseball League, members of the American Baseball Congress. At left, Hy accepts congratulations from Gene Costill, Mayor of Clayton, New Jersey, and Ed Voekler, Commissioner of the Tri-State Baseball League at a dinner honoring him for his "outstanding work with teenagers."



Potpourri

The "Good Girls" of WJBK-Radio model the "Good Guys" sweatshirts being given away in a recent station contest. From left: Joyce Raczak, Agnes Schermerhorn, Vivian Weyers, Gail Johnson, Claudia Kobisz, Marie Stevens, Marilyn Borowski, Val Taylor, Mary Sherwin, and Barbara King.



WIBG's Joe Niagara and Diane Denbo are seen here in the sweatshirts the station is selling this summer to raise money for the Philadelphia Olympic Fund.

WJW-TV's Ted Anthony "gets the treatment" from two of the models used in the station's recent promotion campaign for the television show, "The Nurses."



Art Barrie of WSPD-Radio was on hand when Mr. and Mrs. George O'Keefe drove their 1914 Model T station wagon through Toledo. The O'Keefes were nearing the end of a 500-mile tour sponsored by the Pure Oil Company in celebration of its 50th Anniversary.



Specially painted red and white, this flashy station wagon is one of three which provide WITI-TV's award winning news staff with dependable transportation to on-the-spot local news events. Irma Barrington of the WITI-TV promotion department is the model.



Here is that man himself, Casey Stengel, holding a \$500.00 flacon of Lanvin's Arpege—the product he is "selling" on WHN-Radio. A very pleased General Sales Manager Herb Weber looks on.



New Faces . . .

and Job Changes

WGBS-Radio



Dave Laskey has joined the sales staff of WGBS-Radio. A native of Toledo, Ohio, the 22-year-old graduate of the University of Miami is a member of Phi Delta Theta fraternity and resides in Coral Gables.

WJBK-Radio



Blue-eyed Ann Wickert is the new secretary to the salesmen at WJBK-Radio. A graduate of Siena Heights College, she is active in the Detroit Civic Center Chorus and enjoys horseback riding and water skiing.



Kenneth Petz has been added to the WJBK-Radio sales staff. He attended Michigan State University and majored in public speaking. Married, and the father of three, he enjoys bridge, golf, and swimming.



Brenda Liebroder is conducting program preference surveys for WJBK-Radio. She has attended the University of Michigan and is now a student of Eastern Michigan University. An outdoor girl, her hobbies include sailing, skiing, and water sports.



Joyce Raczak has moved from Radio Promotion to the Radio Sales Department at WJBK-Radio where she is now sales secretary. Joyce lists as her hobbies horseback riding and bowling.



A new face in the WJBK-Radio Accounting Department is Marilyn Kwasniewski who is a bookkeeper. A recent bride, Marilyn enjoys boating, cooking, and watching football and baseball.



Doreen Shechter has joined the Promotion Department of WJBK-Radio. A student at Wayne State University and the Society of Arts and Crafts, she enjoys singing folk songs, painting, reading and writing short stories.

WJBK-TV



Reggie Vessels, a bookkeeper at WJBK-TV, is a cover girl. She recently appeared on the cover of the Detroit Edison Company monthly magazine. The mother of two girls, Reggie comes to WJBK-TV after eight years at WWJ-TV.



Elaine Ward, secretary to WJBK-TV Promotion Director Bill Axtell, is a sports car buff and until recently, drove in races herself. Elaine attended Eastern Michigan University.



Dick Heilstedt has been promoted from Film Editor to Film Director at WJBK-TV. Now with the station nearly ten years, Dick is a hockey and football fan and passes the summers playing golf.



Coming to the Accounting Department of WJBK-TV from Capitol Records in Los Angeles is Jeri Kotecki. She attended the University of Detroit and enjoys bowling, ice skating and watching hockey.

WITI-TV



Jerry Christner has been promoted from Film Director to Staff Director at WJBK-TV. Jerry, who has been with the station since 1953, is an avid golfer and the father of a new baby girl.



Ron Pulera has been appointed Assistant Promotion Manager at WITI-TV. A native of Kenosha, Wisconsin, and a graduate of the University of Wisconsin, Ron is married and has one daughter.



A new member of the WITI-TV sales staff is Pat Brady. A graduate of Marquette University, Pat enjoys bowling, golf and swimming. Formerly a space salesman with The Milwaukee Journal, he is married and has two sons.



A broadcasting veteran of 14 years, Tom Hooper has joined the WITI-TV news team. He is a graduate of Murray State College and received a Master of Arts degree from Northwestern University. Married and the father of two sons, Tom was formerly with WKOW-TV.

WJW-TV



Another addition to the news staff of WITI-TV is Roy Meyer. A graduate of Northwestern University with a Master of Science degree in Journalism, he is married and the father of one son.



Jack Moffitt is a new local sales representative for WJW-TV. He has studied at Western Reserve and Johns Hopkins Universities and has 16 years experience in Cleveland television. He is married and the father of three.



Native Clevelander, Jim Skelly is now a WJW-TV salesman. He attended Cleveland Art Institute, Western Reserve and Ohio Universities. Married, and the father of three, Jim enjoys golf, hunting and archaeology.

WSPD-TV



Howie Davis has joined the WSPD-TV sales staff. A graduate of Michigan State University, he recently completed active duty with the U. S. Coast Guard. He is a native of Birmingham, Michigan.

... Column Notes ...

Wedding Bells

Congratulations and Best Wishes to newlyweds Mr. and Mrs. John Fuscoe of Miami. Mrs. Fuscoe is the former Lucille Cloud, secretary to Mr. Harry Steensen of the Home Office.



Aboard the Marlin ...

Mr. and Mrs. M. C. Jorgensen, Colgate Palmolive Company, Philadelphia, Pennsylvania.
Cecelia Odziomek, Compton Advertising, Inc.; Lorraine Odziomek, Arthur Andersen and Co., and Mildred Zimmerman, HMM Publishing Co., Inc., Chicago, Illinois.
Mr. and Mrs. D. S. Larkin, Hartford Insurance, New York. Mr. and Mrs. Peter T. Cook, Brown and Bigelow, Miami, Florida.
Mr. and Mrs. John J. Kelly, National Broadcasting Company, New York, N. Y.
Mr. and Mrs. David Sayer, Sullivan, Stauffer, Colwell and Bayles, New York, N. Y.
Mr. and Mrs. Solis Cantor, Cantor Advertising Agency, Philadelphia, Pa. Mr. and Mrs. Louis Harris, Miami Beach, Florida. Mr. Jack Aronson, Lord Jeff Knitting Mills, New York, N. Y.
Mr. and Mrs. Jack Lavin, Pennsylvania Pad Company, Philadelphia, Pennsylvania.
Mr. and Mrs. Alex E. Simmons, Mr. and Mrs. J. Rulatt, Canada Dry Corp., Cleveland, Ohio.
Mr. and Mrs. C. O. Ericson, Pripp Breweries, Stockholm, Sweden.
Mr. and Mrs. Jerome Feniger, Cowles Publishing Company, New York, N. Y.
Mr. and Mrs. Clark Grant, Time-Life Broadcasting, Inc., Grand Rapids, Michigan.
Sister Maria Veritas, Sister Mary Willeonis, Sister Marie Carol, Sister Genevieve Mary, Sister Joseph Marion, Sister John Helene, Sister Ann Michelle, all of Barry College, Miami, Florida.
Mr. and Mrs. Wayne McIlvaine, Mr. Frank E. Parker, Reid-Meredith, Inc., New York, N. Y. and Ft. Lauderdale, Florida.
Mr. Phil Brondes and Family, Brondes Ford, Toledo, Ohio.
Mr. Charles A. Meloin, Ball Associates, Philadelphia, Pennsylvania.
Mr. and Mrs. William Beatty; Mr. Edward Ramsey, Miami Beach Fire Department, Miami Beach, Florida.



George Fulop, Chief Engineer of WSPD-Radio and Television, gives his daughter, Nancy, a congratulatory kiss on the occasion of her graduation summa cum laude from Mary Manse College.



WSPD-Radio has one of the few father and son announcing teams in the business. Art Barrie, Sr., left, has been in broadcasting for many years and now Art, Jr., has also entered the field.



A Company Welcome To ...

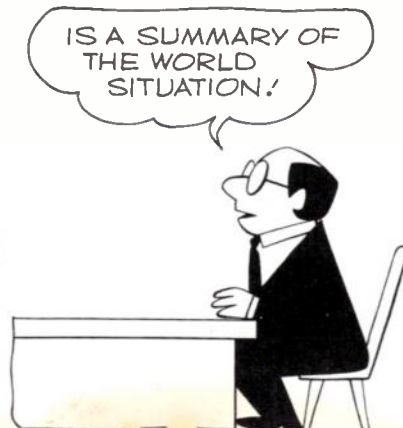
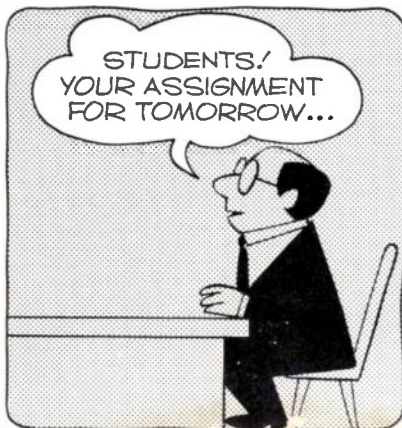
ARTHUR ROBERT EDWARD ALLSOP, born June 15, 1964, son of Meredith and Arthur Allsop, WSPD-TV, Toledo.
CHRISTINE MARIE PULERA, born June 14, 1964, daughter of Mary Lou and Ron Pulera, WITI-TV, Milwaukee.
LIBBY ANN DIETRICH, born May 24, 1964, daughter of Virginia and Richard Dietrich, WJBK-TV, Detroit.
MARY KATHERINE MILLER, born June 28, 1964, daughter of Mary and Louis Miller, WJBK-TV, Detroit.
MICHAEL JOHN CANFIELD WARD, born June 24, 1964, son of Suzanne and James Ward, WGBS-Radio, Miami.
JOANNE MARIE SCHROEDER, born July 9, 1964, daughter of Virginia and William Schroeder, WSPD-TV, Toledo.

All babies born to Storer employees are given a suitably engraved silver baby cup of welcome.

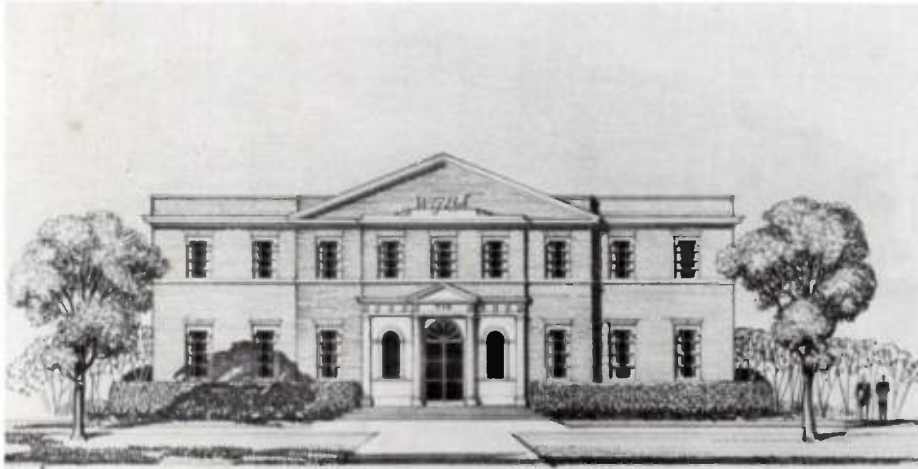
New fathers and mothers are asked to notify their station managers to pass along the good news to the home office.

SCENE ONE

By Ken Muse



Station Hi-Lites



Shown above is the artist's conception of the new studio and general office building of Radio Miami WGBS. Located on Brickell Avenue at Southwest 8th Street, the address of the new structure will be 710 Brickell Avenue and it will be called the "710 Building," coinciding with the station's 710 AM dial position. Projected plans call for its completion some time next year.

WSPD-Radio and Television jointly sponsored the annual Fourth of July Fireworks Celebration in Toledo this year. An estimated 150,000 people attended the festivities and both stations received tremendous recognition for making the event possible.



Marie Stevens, Traffic Manager of WJBK-Radio, was the Toastmistress for the annual "Boss Night" dinner sponsored by the American Business Women's Association. Harry Lipson, Vice President and General Manager of WJBK-Radio, and seventy-five other "bosses" were present.

A Queen in Our Midst



—Photo by DETROIT NEWS

Mary Bastianelli is a Queen. Mary, Secretary to Storer Program Development Manager Bob Guy, was selected as Detroit's Columbus Day Queen in competition with other beauties who represented more than one hundred Italian-American societies. She was judged Columbus Day Queen at a ball held in Detroit's Veterans Memorial Building. Proceeds of the ball went to a Columbus Day Scholarship Fund.

Mary will reign over all Italian-American activities in Detroit throughout 1964.



Frank "Dutch" Hilbert, WSPD-TV engineer, recently celebrated his 25th anniversary with Storer Broadcasting Company. Keith McKenney, Vice President and General Manager, left, presents Mr. Hilbert with a watch to mark the occasion.

Miss Teenage Toledo, Linda Merzke, accompanied by her mother and Tom Miller, WSPD-TV Sales, paused to watch artist Jim Mackey at work during a special tour of the WJBK-TV, Detroit facility.



WJW-Radio has added the services of the Mutual Broadcasting System to its news department.

Mutual's services will supplement those of UPI, AP, Radio Press International and the Storer Washington News Bureau.



Meyer Davis

*...in a
class by
itself...*



Louis Armstrong



Leonard Bernstein



Benny Goodman

What do these musical conductors have in common? They've all performed **live**, with their respective orchestras—on WJW Radio, recently.

WJW Radio listeners know the added excitement of **live** music, whether from Lincoln Center in New York, a B.G. concert at Cleveland's Music Hall, Louie from the Mid-America Boat Show, or dancing to Davis at a Heart Fund Country Club Ball.

Besides musical extras, there are speeches

by Senator Goldwater, L. B. J., and Secretary of Health and Welfare Celebrezze. WJW Radio has contests, too. A \$5,000 Mystery Car — free All-America Vacation Trips — and a \$1,000 piano which drew 72,000 titles of "Beautiful Music." Plus a parade of theatre tickets, radios and albums.

Most important is the 24 hours of Beautiful Music, Total Information News and pleasing program personalities. It all adds up to Northern Ohio's adult choice, and a good place for your advertising message.

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

CLEVELAND
WJW

MIAMI
WGBS

TOLEDO
WSPD

DETROIT
WJBK

NEW YORK
WHN

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

DETROIT
WJBK-TV

STORER
BROADCASTING COMPANY