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U.S. RADIO Copy I

VOL. 4—NO. 5

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# RADIO



MAY

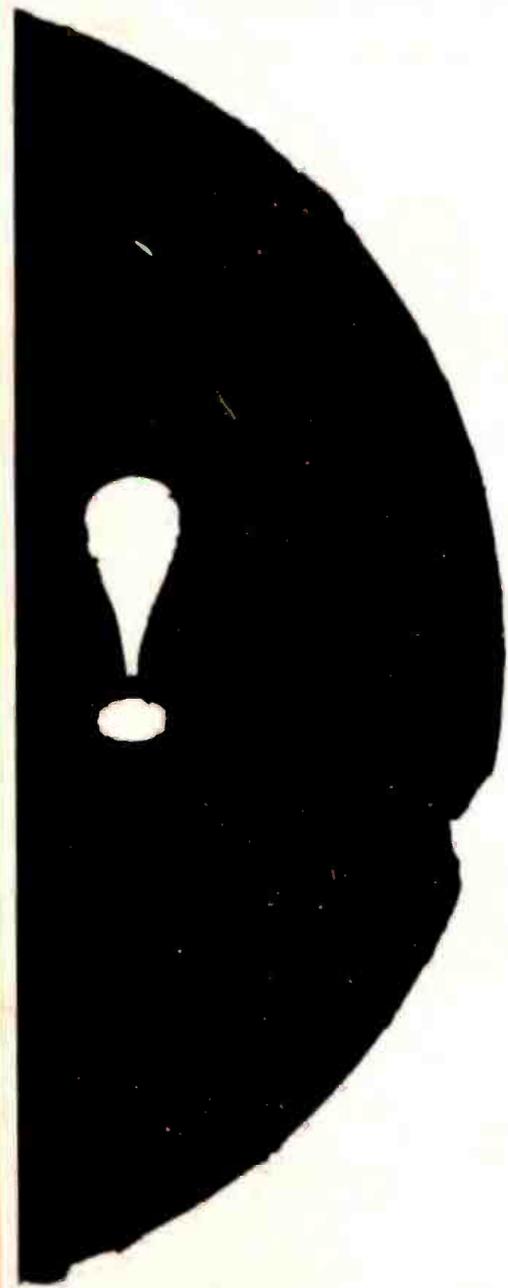
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35 CENTS

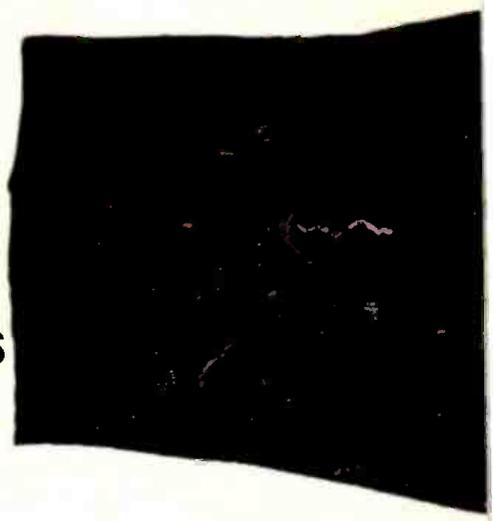
## RADIO IN THE PUBLIC INTEREST

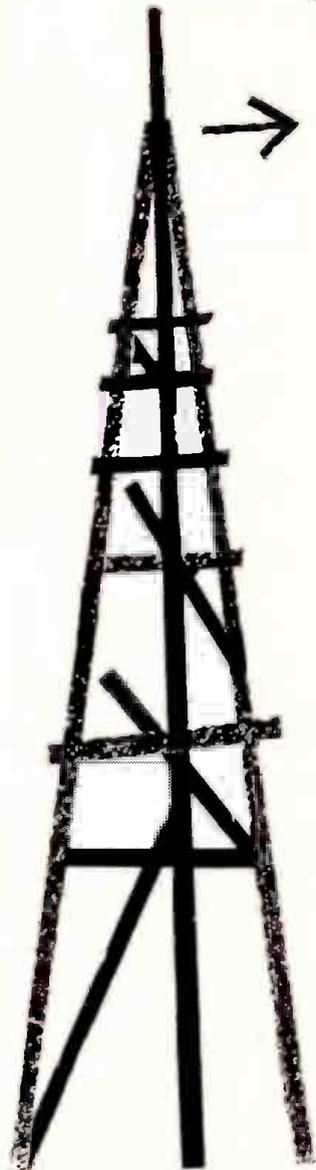


This special issue —  
examination of  
the station's performance in  
the American community  
page 24



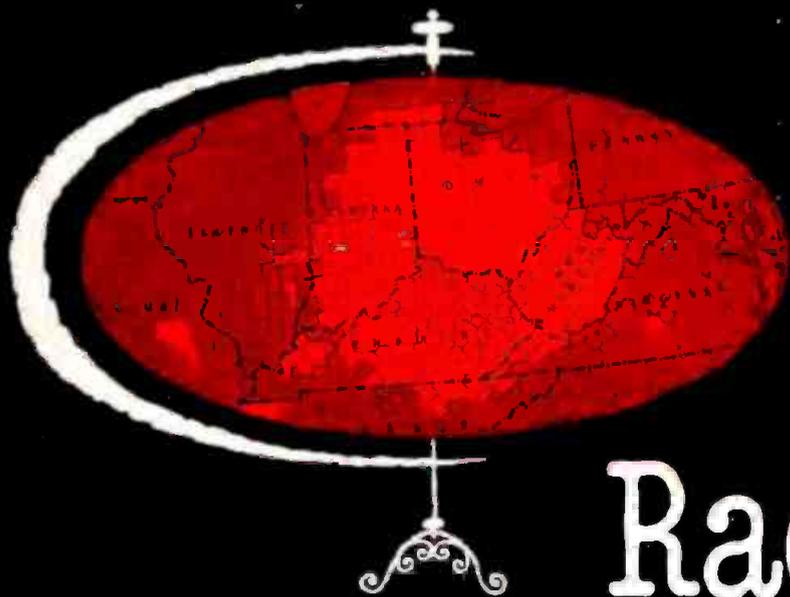
the  
word  
is  
emphasis





**VOICE**





# The Big WLW Radio World!

**...with audience among top 10 in  
America!...and first in Cincinnati!**

For 38 years now, WLW has been one of the Radio leaders of the Country.

WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectacular audience ratings are due to two important factors:

1. The WLW World's Highest Fidelity AM transmission—developed exclusively by Crosley Broadcasting engineers.
2. The WLW programming—a concept of programming with broad audience appeal, especially in music, information and news.

So when buying Radio time, call your WLW representative. You'll be glad you did!

## WLW AUDIENCE SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

### NCS DAY-PART CIRCULATION.....Per Week.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1936 Nielsen Coverage Service)

In addition, WLW delivers more than 174,000 homes outside of these areas on a daily basis.



WLW Radio—one of the dynamic WLW Stations!

Crosley Broadcasting Corporation, a division of Arco

And *Emphasis* is the popular new NBC Radio Network feature heard eight times each day, between 9 am and 5 pm, immediately following "News On The Hour."

*Emphasis'* perceptive five-minute close-ups on people, places and events provide attractive, enlightening background for women about the home... and for a broad cross section of America. Proof for this comes from all across the nation, day after day, in

the form of letters. Thousands of letters – completely unsolicited – all asking for copies of favorite *Emphasis* programs they have heard.

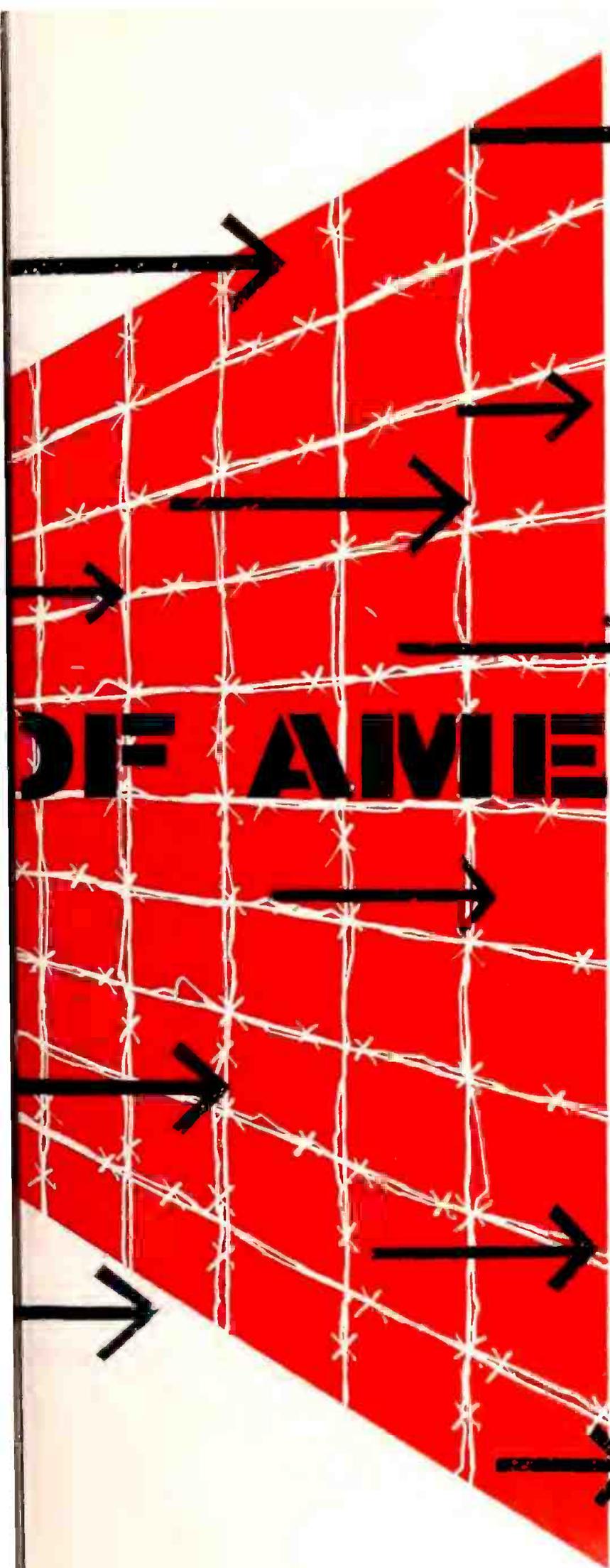
What explains *Emphasis'* universal appeal? Its discerning commentators and their choice of lively subject matter. Every day listeners can hear Morgan Beatty, David Brinkley, Alex Dreier, Pauline Frederick, Wilson and Lee Hall, Chet Huntley, Robert McCormick and Ray Scherer report-

ing on topics as vital and varied as they are entertaining.

Advertisers, too, will find emphatic reaction to *Emphasis*. In just one week 10 announcements will deliver more than 16 million commercial impressions for only 51¢ per thousand.

Put the selling power of *Emphasis* on your advertising schedule... a part of the Sound of the Sixties or

**THE NBC RADIO NETWORK**



"As long as there is a voice, there is hope . . ." Since World War II, the Voice of America has been the voice of freedom and truth and hope for peoples of the world.

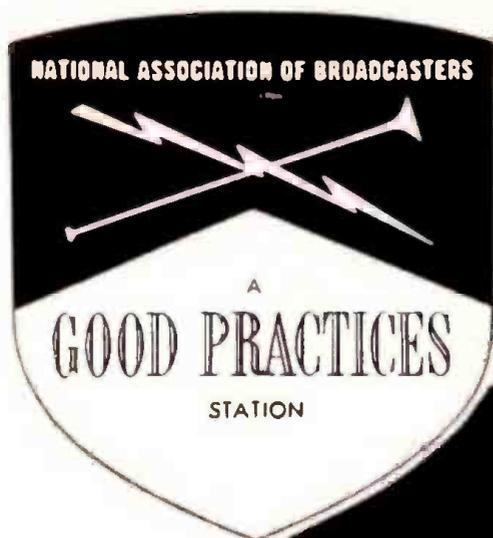
And for these past 18 years, the Crosley Broadcasting Corporation is proud to have played a part in this Voice of America. Since 1942 Crosley has operated 6 transmitters near Bethany, Ohio, as a link in the Voice of America, International Broadcasting Service of the United States Information Agency helping to beam broadcasts in 37 languages to countries of the globe.

# OF AMERICA

This is one of the many public services of the Crosley Broadcasting Corporation, whose principle has always been that its WLW Radio and TV Stations must give endless service to their communities. And thru cooperation with the Voice of America, it is service to the community of the world. This is our pride and our privilege.

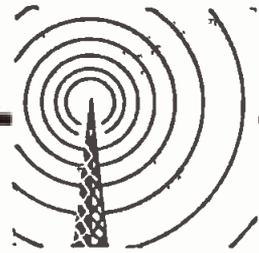


Crosley Broadcasting Corporation,  
a division of **Arco**

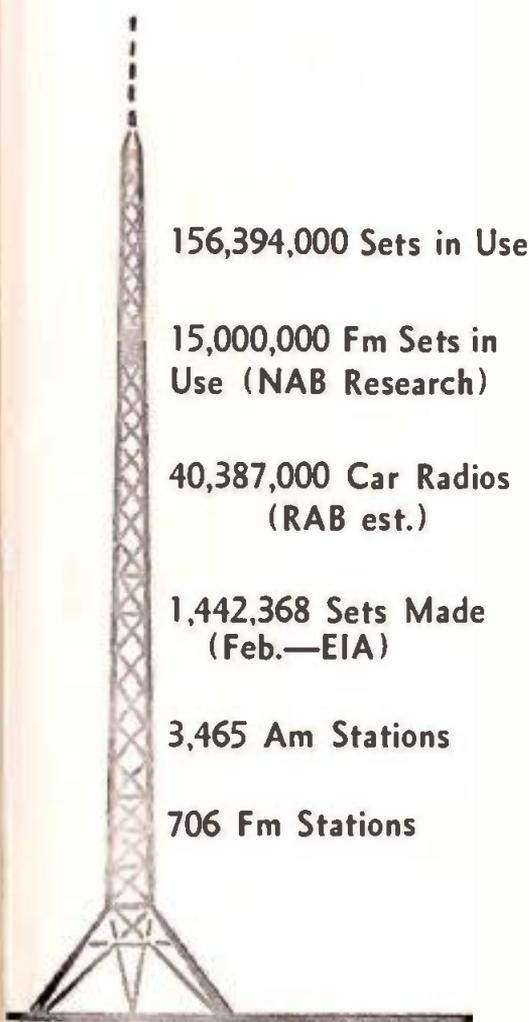


We earnestly pledge to meet fully our individual community responsibilities and pursue in every possible manner, opportunities to serve the public interest. As N.A.B. stations, we proudly observe the association's standards of good practice.

STEINMAN STATIONS • Clair McCollough, Gen. Mgr.



# Radio's Barometer



**Spot:** Billings for the first third of 1960 are 58 percent ahead of the same period last year, it is reported by Broadcast Time Sales. The record-breaking increase, according to BTS, was made with the same group of stations represented in 1959.

**Network:** The Pepsi-Cola Co. recently moved into the top position as a network advertiser in terms of total home broadcasts delivered, according to the monthly A. C. Nielsen Co.'s index for the period ending March 6. Beverage company totaled 171,941,000 home broadcasts delivered, using 382 broadcasts. In second position is R. J. Reynolds Co. with 132,538,000 total home broadcasts delivered via 300 broadcasts. Pharmaco Inc. is next with 129,571,000 home broadcasts delivered using 357 broadcasts. Network leader in commercial minutes is Pharmaco, the Nielsen index shows, with a total of 103,013,000. Whitehall-American Products follows with a total of 90,125,000 commercial minutes delivered, and Time Inc. is next with 82,022,000.

**Local:** Increases in billings have been reported by two stations—WABC New York and KNX Hollywood. WABC enjoyed the highest first quarter in its history, according to the general manager. At the end of the quarter on April 2, the station was 16 percent ahead of the first quarter of 1959. A 31.9 percent increase in billings was registered by KNX for the first quarter of 1960 over the similar period last year, according to Gordon Mason, sales manager. Increase was attributed to a high percentage of renewals and an "unusual amount of new sales of programs and announcements."

**Stations:** The number of am and fm stations on the air at the end of March totaled 4,171, an increase of 13 (three am and 10 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,465	706
Applications pending	609	77
Under construction	81	161

**Sets:** Total radio production in February was 1,442,368, including 596,872 auto receivers, according to the Electronic Industries Association. Total production for the first two months of this year is over 500,000 more than during the same period in 1959. Total radio sales, excluding car radios, was 611,479. A comparison of the two month totals in the number of units sold shows an increase of over 230,000 units in 1960.

**Chicago Coverage  
by...  
INDIANAPOLIS FM?  
CHICAGO**



Well, yes and no . . .

**YES**, WFBM-FM's signal was received at NAB Convention clearly\* all the way from Indianapolis.

**NO**, we don't claim Chicago coverage . . .

But we do know that WFBM-FM, Mid-Indiana's most powerful FM station . . .

- Reaches 197,557 select FM set owning families
- who reside in the Land of the Golden Sound, a rich 50-county area totalling more than \$2 billion in retail sales.

Sell your product to this select audience . . .

\*Walker-Rawalt, Inc., has the evidence.



for buyers and sellers of radio advertising

# U.S. RADIO

MAY - 1960

VOL. 4 - NO. 5

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# The Golden Sixties

## HOUSE OF SOUNDS

**AS:** Solid as the renowned rock . . . Streamlined as the fabulous jets . . . Dependable as the morning light in the East! . . . For thirty KTRH years the intangible thing called radio has been moulded into a living, virile tangible . . . an habitual tangible of radio service for any given listener.

The farmer, the rancher, the home gardener . . . the music lover . . . the news enthusiast . . . the fisherman, hunter and sportsman . . . the homemaker . . . the MONEY maker . . . all . . . each one . . . receives KTRH radio service individually, as is to be expected from a real radio station's schedule.

So it has been for the past 30 years now . . . and it's good to have such a record . . . and to know you use our radio product so habitually.

Now comes a new decade of service . . . and there will be more . . . but any day of any year of any decade you will have full radio service on 740 . . . so begins another 30 with the "Golden 60's."

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as

*The news and information station*

*The variety station*

*The network station*

*The family station*



# KTRH

# DIAL 74

50,000 WATTS

REPRESENTED BY PETERS, GRIFFIN AND WOODWARD, INC.

HOUSTON, TEXAS

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# 1960 NATIONAL BROTHER- HOOD MEDIA AWARD TO

# WNEW RADIO

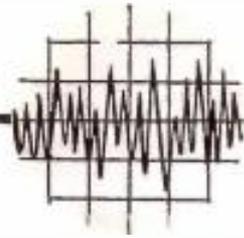
1130 Am  
102.7 Fm

From a letter received by WNEW Radio from the National Conference of Christians and Jews, February 18, 1960: "The Media Awards Committee of the Commission on Mass Communications, National Conference of Christians and Jews, is happy to announce the following award made to WNEW: THE 1960 NATIONAL BROTHERHOOD MEDIA

AWARD Category: Radio Programs: NEWS CLOSE-UP, THE BROWNSVILLE TENEMENT FIRE . . . THE INTEGRATION OF THE GLENDALE SCHOOLS. It will be of interest to you to note that this was the only Brotherhood Award given to any of the nation's radio stations competing in our award program. WNEW has been and continues to be one of the



outstanding consistent contributors to promoting a fuller appreciation of the educational program of Brotherhood. We recognize and appreciate this service." This is WNEW Radio... always concerned with the real problems and progress of its listeners... dedicated to programs in the public's interest. A station of the Metropolitan Broadcasting Corporation.



## **Public Interest Record Of Radio Stations Analyzed**

Following a survey of stations across the country, U. S. RADIO begins on p. 24 a documentation of *Radio . . . In The Public Interest*. The 40-page report comprises a statistical compilation as to public interest programming and announcements; performance of stations in such matters as editorializing, news, community service and other features.

## **Is There Another Radio Coverage Study on Horizon?**

A group of about 50 stations, ranging in size from clear channels to fm-only's, are pushing hard for a new Nielsen coverage study. It would be the first since NCS 2 (1956) and would be taken late this year. The plans for the proposed study differ in that radio would be studied separately from tv and would include special features. The plan is presently in the laps of Nielsen executives.

## **Radio Month Activity Now in High Gear**

Backed by materials from Radio Advertising Bureau and the National Association of Broadcasters, radio stations across the country are in the midst of the second annual National Radio Month. NAB's materials are built around the theme "Heart Beat of Main Street" (see *Washington*, p. 19). RAB's theme, "You Get More Out of Life With Radio," is being promoted through new jingles (four 20's and four 10's). The package to its members also includes a complete manual with step-by-step suggestions for organizing the promotion; there are 32 pages of live copy including dealer tie-in retailer commercials, and text for radio month speeches. RAB stations are also supplied with promotion and program ideas.

## **Petry Public Service Study Documents Station Performance**

The Edward Petry & Co. survey on the time and talent that its represented stations allocated to public service activities during 1959 revealed the following: The 25 radio stations represented in the study broadcast a total of 245,705 announcements and 16,776 programs, with a dollar value for time and talent of \$5,531,580 in 1959.

## **NAB Editorializing Study Due for Release Soon**

The National Association of Broadcasters is slated to release within a few weeks a report on the extent and practice of editorializing by stations. This study is actually part of a larger survey on news and news techniques, which will be released first.

## **Taft Washington Bureau Keys Trend to Individual News**

With the establishment of broadcast news as a prime vehicle of modern journalism, many group owners and single stations have sought out individual Washington news treatment. The latest example is the Taft Broadcasting Co. (five radio stations, four tv's), which set up its own news bureau in the capital, headed by veteran newsman Ralph de Toledano.



# Equipping a Radio Station?



BK-6B

## Miniature Microphone only \$82<sup>50</sup>

This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2<sup>9</sup>/<sub>16</sub>" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remotes! You'll find it excellent for interviews, panel shows and sports. It's a great value at \$82.50!

Order your BK-6B now! Write to RCA, Dept. G-337, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

**RADIO CORPORATION  
of AMERICA**

TMK618



## time buys

American Oil Co.

Agency: *Joseph Katz Co.,  
New York*

Product: AMOCO GASOLINE

Another company to take advantage of the summer air is Amoco, which starts its summer drive in May. Selected markets have been chosen for a 26-week schedule, with emphasis on traffic time announcements. Timebuying is handled by Robert Rowell.

American Tobacco Co.

Agency: *BBDO, New York*

Product: LUCKY STRIKES

Lighting up again for a summer flight, the cigarettes go on the air at the end of May in about 60 markets. The five-week flight is part of the overall advertising schedule for the year. Minute spots will be used at fairly heavy frequencies. Timebuyer is Hope Martinez.

Anheuser-Busch Inc.

Agency: *D'Arcy Advertising,  
St. Louis*

Product: BUDWEISER

"Pick a pair of six packs" promotion on 513 radio stations in about 290 markets is a repeat of last year's success. Part of a May and June campaign in all media, this year's promotion will employ brand new jingles. It is estimated that close to 45 to 50 announcements a week will be aired in each market for about a 409,000 spot total for the two-month period.

Canada Dry Corp. Bottlers

Agency: *J. M. Mathes Inc.,  
New York*

Product: SOFT DRINKS

Double-barrelled promotion in about 100 of the top U.S. markets begins May 2, and will probably last about five weeks. The campaign will

tie in with the company's Walt Disney tv show and will offer, at the option of the local bottler, a free historical comic book and a flintlock pistol for 50 cents and two bottle caps. Commercials will be live. Timebuying by the bottlers.

Diamond Match Div.,  
Diamond National Corp.

Agency: *Gardner Advertising,  
New York*

Product: NEED HEET CHAR-  
COAL BRIQUETS

To light the picnic fires, Need Heet is going on the sound waves for a four-week promotion at the end of May. A total of 30 markets will be used, with heavy use of minute spots indicated. Timebuying is supervised by media director Weymouth Symmes.

General Foods Corp.

Agency: *Young & Rubicam,  
New York*

Product: CERTO AND  
SURE-JELL

Reaching for the housewife through radio, Certo and Sure-Jell begin to pick up the markets on their annual schedule this month. Already underway are campaigns in a few markets scheduled for April starting dates. More starts are set for this month, and through the summer, until about 100 markets have been covered. Campaign runs mostly in six-week flights. All are minute announcements. Timebuyer is Polly Langhott.

General Motors Corp.

Agency: *Campbell-Ewald Co.,  
New York*

Product: GMAC AUTOMOBILE  
FINANCING

End of May start is set for the company's public service schedule.

(Cont'd. on p. 10)

PROGRAM HIGHLIGHTS

# KCBS

SAN FRANCISCO

Live concerts by "Masters of melody"; lively musical games on "Night Number"; frequent Community Editorials; Dave McElhatton entertaining daily; 57 sports reports each week.

PROGRAM HIGHLIGHTS

# KNX

LOS ANGELES

"The Bob Crane Show" and "The Condytis & Grant Show," comedy; "Opinion Please," a modern town meeting on an open phone line; "This Is Los Angeles," interviews interesting Angelenos; specials such as "Blackboard Dilemma."

PROGRAM HIGHLIGHTS

# KMOX

ST. LOUIS

"At Your Service," a new information format; prime time public affairs features; 1,114 students in college credit courses; live local stereo concerts; Dr. Thomas Dooley's exclusive reports from Laos; news in depth; major sports.

PROGRAM HIGHLIGHTS

# WBBM

CHICAGO

"Music Wagon," "The Josh Brady Show," "Supper Club," all live music, variety features; "The Paul Gibson-Joe Foss Show," with comments and records; "The Art Mercier Show," tips for sportsmen.

PROGRAM HIGHLIGHTS

# WCAU

PHILADELPHIA

The Ed Harvey Show makes mornings springier; Bill Campbell Sports—better than locker room talk; Hugh Ferguson's "Rural Digest"; Bill Bransome's celebrity chats on "What Are They Doing?"

PROGRAM HIGHLIGHTS

# WEEI

BOSTON

"Tom Russell (morning music) Show"; "Calder & Johnson Show," with comedy, live music and records; "Accent on Music" nightly with Bob Jones; News on the hour; Sports with Fred Cusick.

PROGRAM HIGHLIGHTS

# WCBS

NEW YORK

Live entertainment with the Jack Sterling, Martha Wright and Freeman & Hayes shows, plus Dick Noel, Ed Joyce, Lee Jordan and Allen Gray. And New York's finest news and information broadcasts.

# HOW DO THE C-O'S STACK UP?

In the opinion of their listeners in seven of the top ten U. S. markets, the CBS Owned Radio Stations stack up high indeed! That's because the C-O's program for active listeners—not for the fringe hearing of people with their minds on other matters. The C-O's get attention because they ask for it, every hour of every day, with broadcasting designed for the alert adult mind. Look at our partial listing of locally produced programs and you'll see what we mean. And added to it is the unique strength of the CBS Radio Network with its schedule of great personalities, drama, comedy, complete news coverage and analysis, public affairs and special events. This is responsible broadcasting. It gets a responsive audience. And that means response to your advertising, too!

CBS OWNED  
RADIO STATIONS  
REPRESENTED BY CBS  
RADIO SPOT SALES





## THE WORLD TONIGHT

This penetrating nightly report has just been named radio's most outstanding news presentation in a Peabody Award. It typifies the caliber of news on CBS Radio, from World News Roundup each morning, on through the day and evening—made possible by the ablest staff of reporters in radio. Network radio programming in the public interest . . .

# ONLY ON CBS RADIO

### time buys

(Cont'd. from p. 8)

About 135 markets are included in the 16-week campaign. All announcements will be on weekends, with minute traffic reports scheduled in the top 25 markets and five-minute segments employed in the other markets. Timebuyer is Rena Mayer.

**Kirsch Beverages Inc.**

Agency: *Gardner Advertising,  
New York*

Product: NO-CAL BEVERAGES

Now building up to a summer peak, No-Cal will say "stay thin" from now through September, in about 10 major markets in the East. Full-minute "Slimmericks" will keep the live copy lively. Advertising will also be scheduled by local franchised bottlers using straight, live 20's and 30's.

**Good Humor Corp.**

Agency: *MacManus, John & Adams  
Inc., New York*

Product: ICE CREAM

One sure sign of spring is the Good Humor Man. And heralding his appearance is the spring radio campaign with starting dates ranging from late April to mid-May. Spring flight will run in eight major markets through July 4. All minutes, with heavy frequencies on Friday, Saturday and Sunday. Summer schedule is tentative as yet, but there's sure to be more radio than last year. Timebuyer is Patsie Shapiro.

**National Drinks Inc.**

Agency: *Tilds & Cantz, Los Angeles*

Product: VERNOR'S SOFT  
DRINKS

Heavy spot on seven radio stations in Los Angeles and San Diego is spearheading the local bottler's drive to sell the soft drink this summer. Additional markets will be added in the campaign for which a special

(Cont'd. on p. 12)

## PUBLIC SERVICE . . .

*Is More Than  
Spot Announcements!*

It's the total participation of a radio station in the life of the community it's licensed to serve.

Here in Rhode Island, we've developed a few unusual public service techniques. We'll be glad to share them with you.

We ask only that you send us one or two of YOUR best ideas. We'll combine all ideas received into booklet form and send a copy to every station that contributes.

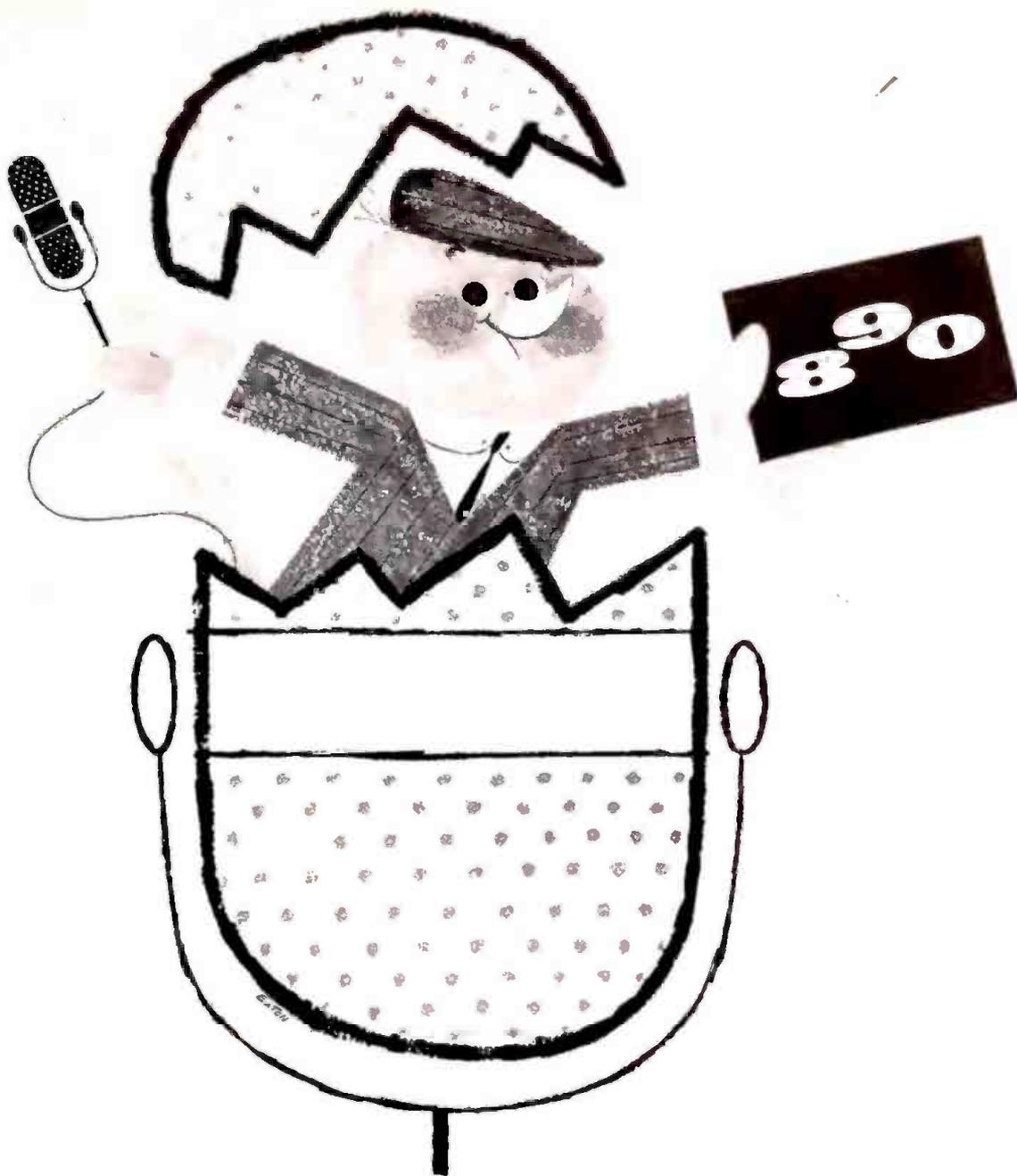
*Tim Elliot*

P.S.—Rhode Island's wonderful outdoor season is here. How about spending your vacation with us? Boating, fishing and tourist maps on request.



PROVIDENCE, R. I.

U. S. RADIO • May 1960



## we're saying chirrup a bright, new way!

A brand *new* sound sweeps into the air—*bright* as the chirp of a newborn bird . . . *fresh* as the first flutter of its feathers! It's the *totally new* sound you'll hear every day on WLS . . . a sound as happy as a lark! Friendly as a flicker! Perky as a sparrow! Smooth as a swallow! A sound you'll like having around, behind the wheel . . . over the washer . . . out on the patio . . . even in your pocket. We'll say "good morning" in a bright, new way . . . "chirrup, chirrup" throughout the day. We'll make your hours east of midnight sound shorter. We'll warble the weather. Trill the time. Swing sweetly. Speak news with authority. Our *new* sound sparkles with a vocal sheen, new to the Chicago scene. So—lend us *your* ear. Bet you'll like what you hear! We're in the middle of your dial—at 890. Don't get confused when you dial around . . . you'll know it's us by our bright, *new* sound!



*Mid America's bright new sound*

## time buys

(Cont'd from p. 10)

musical arrangement, adapted from the style of the Glenn Miller orchestra, has been created. Copy theme is emphasizing the "unforgettable flavor" in the soft drink refreshment.

Piel Bros.

Agency: *Young & Rubicam Inc.,  
New York*

Product: BEER

Helping to quench the summer thirst, Bert and Harry will be on the air in about 20 northeastern markets starting in July. Summer schedule is tentatively set at 13 weeks, and will be in addition to the 26-week campaign now running in New York and Wilmington, Del.

Mostly minute commercials will be heard Monday through Friday at breakfast time, in addition to morning and evening traffic times. Timebuyer is Jim North.

Quaker State Oils

Agency: *Kenyon & Eckhardt Inc.,  
New York*

Product: MOTOR OILS &amp; LUBRICANTS

Taking off on a summer spree, the oil company goes into about 100 markets starting May 23. For now, the campaign has been scheduled for 13 weeks. Timebuyer is Lucy Kerwin.

Revlon Inc.

Agency: *C. J. LaRoche & Co.,  
New York*

Product: SUN BATH

Testifying to radio's place in the sun, the cosmetic company has planned a heavy frequency schedule tentatively set to start June 16. A total of 30 markets will be included, mostly in resort areas. Campaign will run in flights through the summer. Timebuyer is Lionel Schaen.

(Cont'd. on p. 14)

## Pulse Beat

**Great Britain eyeing rating methods:** In feature article by London's well-known "Television Mail," editors say:

"The future of television audience measurement is now in flux. Crux of the matter is that advertisers feel they are not getting the information they need most.

"The present meter system is a compromise on cost.

"The present situation has been created through emphasis on speed, rather than accuracy; the very human desire to know something—anything.

"The log-diary panels now total 1,700 people, of which the largest group is 300 in London. Each diary is placed in a home which is also fitted with a meter.

"Neither the diary nor push-button recorders are reliable. Any method which employs self-recording of information is liable to error . . . the type of information which can be provided is sharply limited.

*"The only complete answer to these shortcomings is an aided-recall survey, to provide audience composition covering the total viewing nationally and in each area. (Italics ours.)*

"Aided-recall would provide not only more accurate information, but would greatly extend its range. The personal interview is a flexible device which can be designed to extract appreciation of individual programs, attitude toward the service, continuous measurement of attitude toward commercials, and so on." "Television Mail," February 26, 1960.

**Get the complete article.** We have reprints. Write or phone—and read.

**Stressing Station-Image, Audience Image:** Guest of Texas Broadcasters Ass'n, Mar. 14, Houston, Dr. Sydney Roslow cited qualitative assets, among them audience belief: "In one market we asked if conflicting news accounts were aired over several stations, which would be believed. 26% would believe the highest, while only 2½% would believe the last station." Pulse facts like these strengthen both buying and selling of time and programming.

730 Fifth Ave.  
New York 19

**PULSE, Inc.**

PULSE RINGS DOORBELLS

INTERVIEWS FAMILIES IN THEIR HOMES



## INVITATION TO LEARNING

Radio's famous excursion into the realms of literature and thought has been enlarging listeners' horizons for 20 years. Leading scholars participate in the weekly discussions which range from Aristophanes to Orwell, Machiavelli to Mark Twain. A network radio program in the public interest . . .

# ONLY ON CBS RADIO

# A SOUND CITIZEN OF LOS ANGELES

Market? Los Angeles Metropolitan area.

Client? Yours.

You look at rating books. You quickly see one station has double the audience of the second station. You check rates and note this station has lowest cost per thousand.

You check it. KFWB.  A must buy.

Now call your Blair man. Place your order.

While he's there ask him, "How come KFWB is so far ahead in audience?"

Now hear truly amazing stories about Channel 98. Hear about "The Day The Tiger Growled." Hear about KFWB's "Amoeba Invasion," a promotion that turned the town inside out and proved Los Angeles is listening to even the smallest KFWB suggestion.

Hear about KFWB's News Division directed by Crowell-Collier News Division Chief, Bill Crago... staffed by skilled craftsmen Bill Kennealy, Charlie Arlington, John Babcock, Cleve Herman and Mike Henry... a team which presents the most dynamic news on the air today.

Learn why KFWB's Public Service activities are recorded as resolutions of commendation in the official records of the State of California, the City of Los Angeles and the County of Los Angeles.

You made the right buy.

You bought KFWB

"A Sound Citizen of Los Angeles"



**KFWB** Channel 98 / 6419 Hollywood Blvd., Hollywood 28

**ROBERT M. PURCELL**, General Manager

**JAMES F. SIMONS**, General Sales Manager

Represented nationally by **JOHN BLAIR & CO.**

A Service of Crowell-Collier Broadcast Division

**ROBERT M. PURCELL**, Director

(Cont'd from p. 12)

Scott Paper Co.

Agency: *J. Walter Thompson Co.,  
New York*

Product: CUT-RITE PAPER

Radio is definite again for the company's annual Fourth of July promotion to the picnic crowd. Look for a start about a week before the Fourth, which was the start last year when spot was bought in 35 markets in addition to schedules on two networks. Timebuyer is Marie Barbato.

Standard Brands Inc.

Agency: *Ted Bates Inc., New York*

Product: SIESTA INSTANT COFFEE

Mixing into the top 20 markets, a national coffee campaign starts this month for Siesta. It is set tentatively at nine weeks. Heavy frequencies will be used in the campaign to start the summer schedule. Timebuyer is Conant Sawyer.

Sylvania Electric Products Inc.

Agency: *Kudner Agency Inc.,  
New York*

Product: ELECTRIC PRODUCTS

Looking for spots in a few selected markets on the West Coast, the company has tentatively planned a test run for a summer campaign. Purpose of the test is to find out how tie-ins with local dealers will benefit from radio support. Timebuyer is Mal Murray.

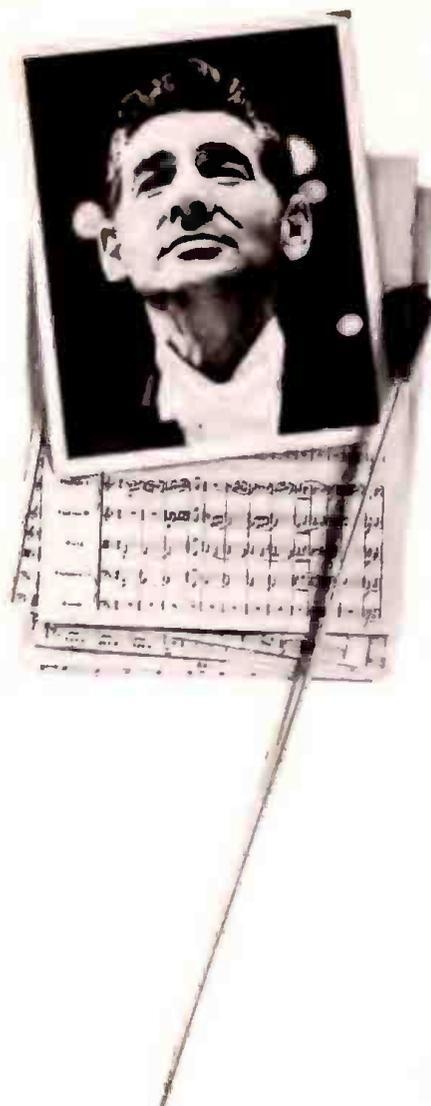
Tea Council of the U.S.A. Inc.

Agency: *Leo Burnett & Co.,  
Chicago*

Product: ICED TEA

Cool summer schedule to sell iced tea will run in 29 markets throughout the country. Tentatively set to begin June 1, the campaign will last eight weeks over a 10-week period in each market. All spots will be heard seven days a week from 3:30

(Cont'd. on p. 16)



# THE NEW YORK PHILHARMONIC

Possibly there is no program anywhere on the air about which the audience feels more deeply than this one. The Philharmonic, under Leonard Bernstein, has just completed its 30th consecutive year on CBS Radio. The 30th year in which listeners heard what many believe to be the world's greatest orchestra. A network radio program in the public interest...

## only ON CBS Radio

# Attention Station Managers



# SAVE MONEY

with MAGNE-TRONICS<sup>®</sup>  
TAPED programs for  
AUTOMATIC BROADCASTING



# MAKE MONEY

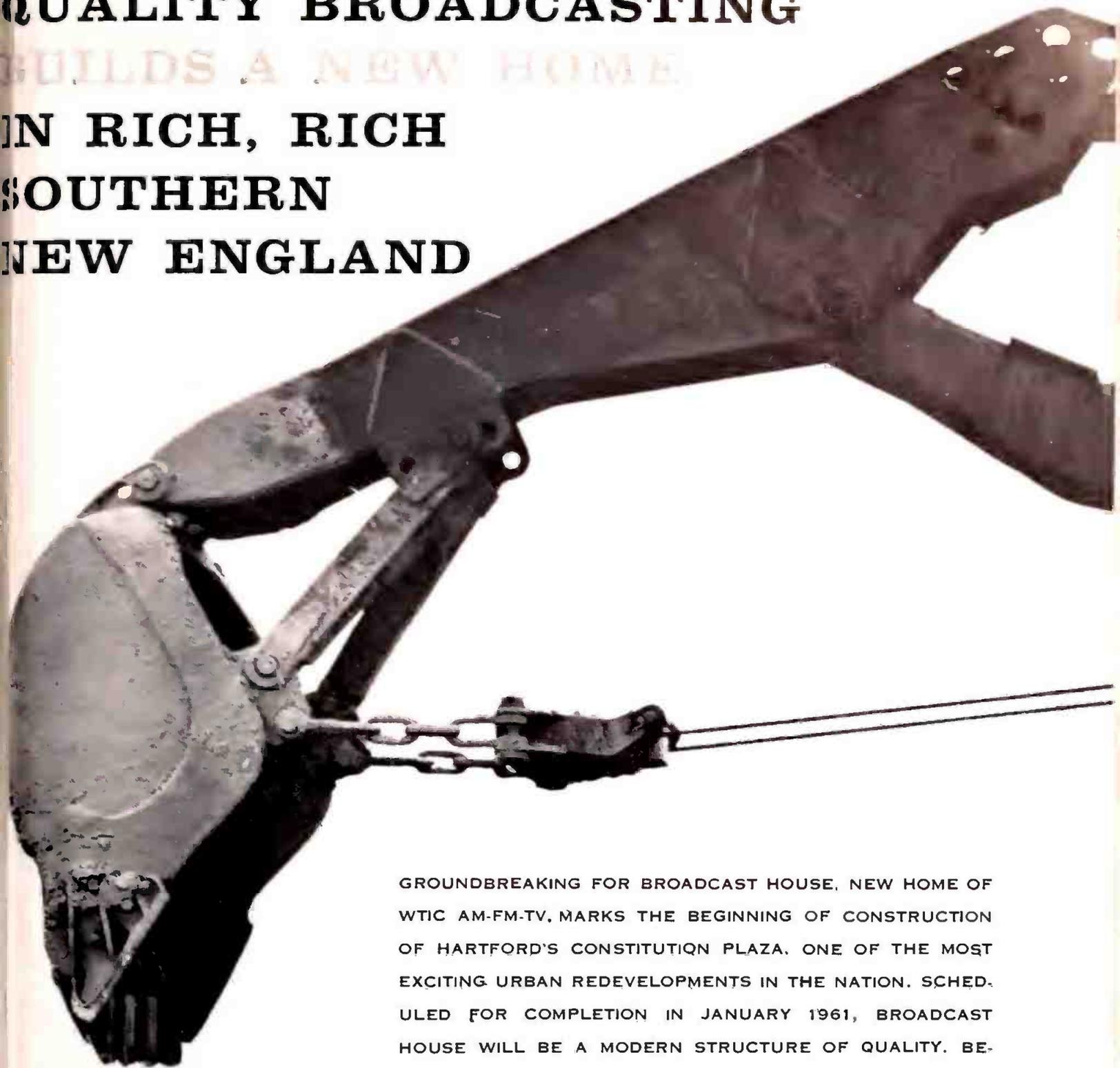
with MAGNE-TRONICS<sup>®</sup>  
BACKGROUND MUSIC  
for FM multiplex stations

for complete details write:

## MAGNE-TRONICS, INC.

Box P, 49 W. 45th St., N. Y. 36, N. Y.

**QUALITY BROADCASTING**  
**BUILDS A NEW HOME**  
**IN RICH, RICH**  
**SOUTHERN**  
**NEW ENGLAND**



GROUNDBREAKING FOR BROADCAST HOUSE, NEW HOME OF WTIC AM-FM-TV, MARKS THE BEGINNING OF CONSTRUCTION OF HARTFORD'S CONSTITUTION PLAZA, ONE OF THE MOST EXCITING URBAN REDEVELOPMENTS IN THE NATION. SCHEDULED FOR COMPLETION IN JANUARY 1961, BROADCAST HOUSE WILL BE A MODERN STRUCTURE OF QUALITY, BEFITTING THE HIGH STANDARDS OF BROADCASTING PERENNALLY ASSOCIATED WITH WTIC RADIO AND TELEVISION.

**WTIC 50,000 watts** NBC Affiliate

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

**WTIC-TV 3** CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

# K-NUZ ... Award Winning RADIO IN HOUSTON!

*first*

in Outstanding Public Service  
in Award Winning News Coverage



**A. P. AWARD**  
1959

**U. P. I. AWARD**  
1958 - 1959

**NATIONAL SAFETY COUNCIL**  
1959

**ALFRED P. SLOAN AWARD**  
1959

**NO. 1\***

BUY ...

Lowest Cost  
per Thousand  
in Houston

\*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS



**National Reps.:**  
**THE KATZ AGENCY,**  
**INC.**

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

**IN HOUSTON,**  
**CALL DAVE MORRIS**  
**Jackson 3-2581**

time buys

(Cont'd. from p. 14)

to 6:30 p.m. at frequencies of a minimum of 100 spots a week in 12 markets, and 50 spots a week in the other 17 markets. Minutes, 30's and 20's will be used. Total cost of the campaign is \$430,000. The commercials will revolve around the jingle "Why don't you have iced tea more often? Why don't you have iced tea tonight?"

**Texaco Inc.**

Agency: *Cunningham & Walsh Inc., New York*

Product: GASOLINE AND OIL

Summer radio is a strong possibility for this oil company. Considerations are being given to a national campaign to run in about 100 markets. August date is being discussed. Timebuyer is Bill Santoni.

**Welch Grape Juice Co. Inc.**

Agency: *Richard K. Manoff Inc., New York*

Product: WELCH ADE

Pressing its grape drink sales, the company will use radio as an agent again starting in June. Off the sound waves for two years, the company is setting up a schedule in 75 top markets tentatively planned to last 13 weeks. Summer radio supplements the tv schedule. Timebuyer is media director Stanley Newman.

**Wise Potato Chips**

Agency: *The Lynn Organization, Wilkes-Barre, Pa.*

Product: SNACKS

These tasty tidbits for summer snacks will start their spring radio advertising with a six-week campaign beginning in mid-May in about 30 mid-Atlantic markets. Mostly minutes will be used, but 30's have been scheduled in markets where the frequency will be heavier. The company is a long-time user of radio, but this will be the heaviest quarter for the sound medium in some time. • • •

# *nothing does it like 7-Up spots*

The Kingston Trio figures very heavily in the national spot picture both on television and radio. Their clever and musically bright spots for 7-Up is further proof that the spot medium has gone big time—another case of a successful advertiser using top talent on a market-to-market basis. The Kingston Trio performs custom commercials for a specific job—and with salesmaking showmanship. With 7-Up spot is a basic buy because they reach the prospective customers they must reach with the maximum exposure, high return and moderate investment. Spot.



**HR**

*Television, Inc.  
Representatives*



There are spot advertising specialists  
in your nearest  **HR** office.

From 5:30 to 10:00 a.m., WRC's Al Ross gives Washington listeners what they want. Ross' early morning music and news program, "Your Timekeeper," consistently attracts the largest morning audience in the Capital area. And WRC goes right through the day providing the special sounds of local news, adult music, regular traffic and weather checks . . . plus . . . nation-wide and world-wide reports from the largest broadcast news organization in the world. Result: WRC delivers the buying public throughout the metropolitan coverage area. The Capital wakes . . . and stays . . . with WRC because WRC is tuned to THE SOUND OF THE SIXTIES!

WRC • NBC OWNED • 980 IN WASHINGTON, D. C. • SOLD BY NBC SPOT SALES

SOURCE: WSI, WASHINGTON AREA, DEC. JAN., 1960.

### Washington wakes to WRC Radio





## **New Jingles Focus Attention On National Radio Month**

The more than 2,000 radio members of the National Association of Broadcasters are currently putting to use the materials included in the promotional kit prepared by the NAB in support of National Radio Month, which runs through the end of this month. Listeners across the country are getting their first exposure to two new jingles promoting the sound medium. Title of one of the new jingles is, "Radio . . . The Heart of Main Street," which is also the theme of the 1960 salute to radio. The second musical message is called, "To Keep Up With Your Community." Both stress the individual station as the local point of each community it serves, NAB points out, but neither jingle specifically mentions radio month. This may be expected to increase the length of time which these jingles will be of use, since they are not tied to the May promotion.

## **NAB Provides Stations With A Do-It-Yourself Promotion Kit**

Distributed free to all radio members, the NAB jingle disc includes 30-second and 10-second vocal-instrumental versions of each jingle. There is also a 60-second all-instrumental version which is being used by stations under their own promotional spot announcements, or for mixing with other program material. In addition to the jingle recording, the NAB kit is providing stations with 30 promotional spot announcements for use on-the-air; a fact sheet about radio; sample news releases; a newspaper mat; a speech text for local use by broadcasters; a proclamation to be signed by mayors or city managers; suggestions for local promotions, and order forms for additional speech texts.

## **House Committee Digesting NAB Views on Legislation**

Members of the House Communications and Power Subcommittee have been going over the NAB's position on proposed legislation affecting the broadcasting industry which was included in the testimony of Vincent T. Wasilewski, NAB manager of government relations. The NAB official made it clear at the start of his testimony that his views and statements were made with the approval of the Association's board of directors. Mr. Wasilewski brought out four major points in his appearance before the House Committee. They are: The NAB is ". . . not opposed to the substantive idea of there being proscribed by law activities which have resulted in rigged quiz shows and undercover payments broadly categorized as 'plugola' and 'payola'." The Association believes ". . . it is unnecessary to have a requirement in the Communications Act for a public hearing in an area which is to be served by a new station."

## **Feels FCC Already Has Authority To Deal With Withdrawal Costs**

The NAB also believes ". . . it is unnecessary to include in the statute provisions which outline the means and methods for the Federal Communications Commission to approve out-of-pocket costs paid to one applicant by another for the latter's withdrawal." Mr. Wasilewski said the NAB believes the FCC already has adequate authority to ". . . treat any such arrangements which might be contrary to public interest."

## **Opposition Voiced to Giving FCC License Suspension Powers**

The Association is opposed to giving the FCC the power to suspend station licenses. Mr. Wasilewski said this provision would present . . . "the potentiality and greater probability of government moving more into

(Cont'd on p. 21)

**Transition**  
from

**PANDEMONIUM**

to **Tranquility**



"What a day this has been and this last hour has been murder. Let's see, spot number 36 is on that ET—must cue this one up before the newsman calls for the break. Oh, I almost forgot spot 37 follows the ET and it's on that tape we recorded yesterday. Now where in the world is that tape? With all these tape reels and discs cluttering the control room I'm lucky to find anything. OH-OH time for the ET spot . . . tape is next . . . seconds ticking by . . . (10-9-8-7-6-) oh good grief! where is it . . . (3-2-1-silence)."

"Our station now uses a Gates Spot Tape Recorder, and as far as I'm concerned, this is the greatest thing since the invention of the microphone. Operation is simple and exact—select the announcement theme, jingle, station break or whatever you might earlier record, by moving the index lever to any of the 101 tape spaces, push the button and Spot Tape does the rest, including rewind and cue up for the next spot to be played. Pre-recorded announcements are no longer on one long tape reel or in little tape packages. With Spot Tape, cueing is no problem as it is done for you, logging is simplified, and small tape packages or cartridges are not cluttering the control room."

**GATES**

# Spot Tape Recorder

Gates is offering a new color brochure, describing each exclusive feature of the new Spot Tape Recorder in detail. Why don't you write for your copy today . . . no obligation, of course.



**HARRIS  
INTERTYPE  
CORPORATION**

**GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C. International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

www.americanradiohistory.com

the programming area. "If a licensee has conducted himself in such a fashion as to warrant revocation," Mr. Wasilewski pointed out, "then the license should be revoked and there should be no in-between area for the lifted-eyebrow technique of governmental regulation and supervision."

**FCC Interpretation of Section 317 Interpreted by the NAB**

Going back to the "payola" situation, Mr. Wasilewski called attention to the FCC's recent interpretation that everything received free of charge requires an announcement identifying the donor by name, and said the association does not believe that this is required "... either by Section 317 (of the Communications Act) or by general considerations of public interest."

NAB's suggested remedy for the problem was said to be the enactment of commercial bribery legislation rather than through writing an amendment to Section 317.

**Daytime Broadcasters Ready Case for Harris Committee**

The Daytime Broadcasters Association continues to battle for permission to be on the air more hours a day. Membership in the DBA has almost doubled, the organization states, as a result of a recent drive among broadcasters.

This drive is preparatory to the hearings to be held soon before the Harris Committee dealing with four bills "... which have been introduced in Congress to give daytime broadcast stations fixed hours of operation of from 6 a.m. to 6 p.m., or from sunrise to sunset, whichever is longer."

Speaking at a special session held during last month's NAB Convention in Chicago, Ray Livesay, WLBH Mattoon, Ill., said that "... the public interest is suffering today because of the discriminatory practices now being followed by the FCC, and that the final responsibility of straightening out the mess rests with the U.S. Congress." • • •



**My how things changed!**

**Now you know**

**In Louisville**

**ONLY on *WKLO***

**people size radio  
for family size fun.**

**Check your latest  
Pulse—check your latest  
Nielsen\*—and re-check  
your audience  
composition on BOTH.**

\*Now First . . . Nielsen Rated Hours  
6 AM to Midnight . . . by far

*Bill Spencer or Robert Eastman for wonderful details.*

SOLD NATIONALLY BY:



**robert e. eastman & co., inc.**

the

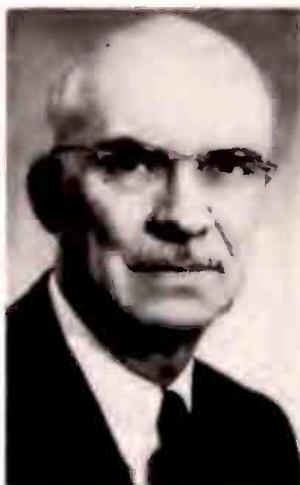
# Silver Mike



## BACKGROUND

Edward R. Murrow returns—with a major innovation in news programs. Every Sunday starting July 3, he and crack CBS News correspondents abroad will examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. A network radio program in the public interest . . .

# ONLY ON CBS RADIO



THIS MONTH:

**MURRAY D. LINCOLN**

President  
Nationwide Insurance Companies

### Sees Obligations in Presenting Public Interest Programming

The question has often been asked of Murray D. Lincoln, president of Nationwide Insurance Companies, "Why did your company sponsor the public service show, the *Hidden Revolution*?" (See p. 61.)

To learn his answer, one first discovers that the principles that guide the growth of Nationwide are parallel to the interests that afford radio its greatest opportunity for growth in the space age. Namely, Mr. Lincoln and his firm believe that "people have within their own hands the tools to fashion their own destiny. And we look upon radio as one of the implements to advance what is not only an idea—but an ideal."

In furthering the interests of the public, Mr. Lincoln believes a dual obligation is involved. He says if radio is "to be a vehicle for fuller, freer communications between people," it has an obligation to provide something more than music and comedy. Similarly, he believes that "business—particularly big business—has an obligation to support programs that try to do more than amuse or entertain."

Returning to the original question, Mr. Lincoln states, "We were convinced that the *Hidden Revolution* was a good show and, consequently, had advertising value. . . .

In a broader sense, we believe such programs are stimulants that will help awaken people to the fundamental issues of our time. . . ."

Mr. Lincoln was born April 18, 1892, at Raynham, Mass., (near Brockton). He was born and raised on a farm, his first love. After graduation in 1914 from Massachusetts Agricultural College (now the University of Massachusetts), Amherst, Mass., Mr. Lincoln went to New London, Conn., as the first county agricultural agent in that state and one of the first in New England.

Then followed posts with two banks as agricultural representative. In 1920, he became executive secretary of the Ohio Farm Bureau Federation. He resigned this post in 1918 to devote full time to the Farm Bureau Mutual Automobile Insurance Co., Farm Bureau Mutual Fire Insurance Co. and Farm Bureau Life Insurance Co., which he had been largely instrumental in founding.

The names of these firms were changed on September 1, 1955, to Nationwide Mutual Insurance Co., Nationwide Mutual Fire Insurance Co. and Nationwide Life Insurance Co. Nationwide's growth—like radio's—is based on the challenge of tomorrow. . . .

# LETTERS TO THE EDITOR

## Public Service

Your story about the extensive support which the radio broadcasters and sponsors give, day after day, to public service campaigns pleases us because we are always happy to see the radio industry get credit for its good works. (see *Report from Agencies*, April 1960). Currently, it seems, such kind words are few and far between.

Maxwell Fox  
Director of Public Relations  
The Advertising Council  
New York, N. Y.

## College Market

The article *Radio Goes to College In Big Way* (April 1960) can be a big help to our salesmen. Can you please mail us extra copies?

Joe Lobaito  
Sales Manager  
WHRV Ann Arbor, Mich.

Would it be possible to receive extra copies of *Radio Goes to College?*

John A. Dame  
Sales Manager  
WMAJ State College, Pa.

## Program Services

*What's New in Program Services?* (February 1960) was an article with a lot of news value and possibilities for us because of the increasing interest in the English language in radio audiences and the U.S. military personnel based in Spain.

... We would appreciate it very much if you let us know the complete addresses of the firms offering the services.

G. L. Vazquez  
Promotion  
Madrid, Spain

I was most interested in *What's New in Program Services* (February 1960). I would like to follow up for more information on several of the services you mentioned. ... We are the purchasers (subject to FCC approval) of KJBS San Francisco, anticipating a take-over date some time in May.

J. G. Paltridge  
Exec. V.P. & General Manager  
Argonaut Broadcasting Co.

## RTES

Thank you for your extremely fine coverage of our Round Table Luncheon devoted to radio as an advertising medium (see *Radio in the Looking Glass*, April 1960). All the comments I heard have been extremely gratifying, and we sincerely appreciate your time, effort and excellent cooperation.

Albert B. Shepard  
Sales Manager  
Select Station Representatives,  
New York, N. Y.

Your article on *Radio in the Looking Glass* ... is a skillful and informative treatment of the subject. I am glad to have been of any assistance in its preparation.

William E. Matthews  
V.P. and Director of Media  
Relations and Planning  
Young & Rubicam Inc., New York

## FM Progress

Almost two years ago, we separated our fm from the am operation. We're still scratching for all the information we can find on the fm picture. ... We would be interested in obtaining the material contained in the *Cash Register Rings for Fm and Style Guide for Fm*.

Orel Phillips  
Advertising Manager  
KCRA-FM Sacramento, Calif.

## Farm Picture

The Silver Mike Award arrived yesterday and certainly it was a tremendous thrill for me to get it. ... All of us at KFRE and in the Triangle organization are very pleased with the recognition, and with the coverage you gave on farm generally in your February issue.

Wally Erickson  
Farm Director, Triangle Stations  
KFRE Fresno, Calif.

## Promotion Beat

We would appreciate receiving a copy of *The Promotion Beat* (December 1959), mentioned in the *Canadian Association of Radio and Television Broadcasters Special Service Bulletin*.

Ruth Hancock  
Office Mgr.  
CKKW Kitchener, Ontario



## UNIT ONE

A special team of reporter-researchers has created a series of radio landmarks: **The Galindez-Murphy Case, P.O.W. —A Study In Survival, Who Killed Michael Farmer?** And more to come. The result has been medals, honors, acclaim—and the breaking of new ground in radio's power to inform. Network radio programming in the public interest...

## ONLY ON CBS RADIO



U. S. RADIO • MAY  
1960

# RADIO ... IN THE

## UNDERLYING THE STORY

Radio has staked its future growth on service to the community. Its public interest performance is not a contrivance but comes naturally to a medium whose structure is based on community participation.

Replies to U.S. RADIO's questionnaire survey of stations across the country have formed the basis for the ensuing evaluation of radio's public service record. Were all stations to be included in this study, the story could fill volumes. Therefore, it has been necessary to present this story in the confines of the questionnaires returned.

Programming generally is oriented in such a way that without excessive fanfare, drumbeating and sensationalism it performs in the public interest.

There are the everyday types of service programming—news, time, weather, traffic, information; there are other types—editorializing, fund-raising, safety, education and youth, civic affairs, community welfare, panels, documen-

taries, discussion, among others.

This is a record that tells its own story.

All too often radio's role in the public interest is taken for granted. Support for this view encouragingly has been put forth recently by people other than broadcasters. Congressman Celler thinks so . . . "Perhaps we have become overly accustomed to . . . enjoying its many services."

In the agency field, Donald Leonard, media director, Fuller & Smith & Ross, thinks so, too . . . "Radio . . . is not generally applauded for public service because the listener is accustomed to, and expects, radio to do the things that it, of all media, is best equipped to do."

And Sam Vitt, vice president, Doherty, Clifford, Steers & Shenfield, also believes this to be true . . . "With its time signals, weather reports, traffic analysis, panels . . . radio has fashioned its survival out of public service programming."

Stretching for 40 more pages is a documentation of *Radio . . . In The Public Interest*.

The public interest record of radio is indeed impressive. Today's radio--with its service aspects--performs in the community interest on almost a minute-by-minute basis

# PUBLIC INTEREST



Serving the public interest has been radio's birthright since it first emerged from the alchemist's workshop four decades ago.

The first efforts to embellish this electronic magic with programming dealt with informing the public—generally news.

Today, of course, radio's role in the public interest is functional. With the evolution in programming from national orientation to local, radio actually performs in the community interest through its standard service features—news, weather, time, commentary, discussion, farm information and town service projects.

It is, therefore, not only the broadcaster's responsibility to operate in the "public interest, convenience and necessity," as pointed to in about six places in the Communications Act, it is also his job to determine exactly what public interest programming is in his community.

According to the U. S. RADIO survey of stations across the country, the radio broadcaster knows well his public interest responsibilities. The sample covers stations of all sizes, formats and population.

The public service record of stations is staggering in import, whether measured in terms of hours of pro-

gramming, number of announcements, dollar equivalents, efforts in the local community, time checks, weather reports, on *ad infinitum*.

As calculated from data taken from the station questionnaires, the following are the public interest performances for 1959 of the *average* station in each of three market categories. In addition, there are the expectations for 1960. The dollar values are based on rate card equivalents for public interest time and announcements. These figures do not necessarily reflect the FCC view that, in calculating public service time, a 15-minute segment cannot be counted if it includes a minimum of one 10-second commercial. In addition, all public service announcements within a 15-minute period cannot be reported as such if that period contains a 10-second commercial.

- Average station in markets with a population up to 499,000 programmed 432 hours in the public interest last year and aired 7,416 such announcements; when added together, these had a dollar equivalent for the average operation of \$57,523.22. For 1960, this average station expects to increase public interest hours to 449 and announcements to 7,719.
- Average station in markets with population be-



tween 500,000 and 999,000 broadcast 590 hours of programming in the public interest in 1959, with 8,287 announcements; the equivalent dollar value for both was \$112,073.22. For this year, hours of public interest programming for the average station are expected to rise to 617 and announcements to 9,536.

- Average station in cities of more than one million in population aired 833 hours of public interest fare in 1959 along with 16,126 announcements; these had a dollar equivalent value of \$161,484.06. For 1960, hours of programming in the public interest for the average station are expected to increase to 861 and announcements to 16,316.

The Federal Communications Commission, in the absence of any specific definitions in the Act as to desired percentages or, in fact, as to what constitutes the public interest, has left the matter up to the broadcaster in prior decisions.

Whitney North Seymour, president of the American Bar Association who also has served as special counsel to the National Association of Broadcasters, declares, "The right of the commission to obtain information as to the licensee's plans for meeting the desires of his community fits into the duty to serve the audience rather than merely to meet the predilections of the commission."

He then cites two FCC decisions that have direct bearing on the broadcaster's public interest role:

"The duty to operate in the public interest is no esoteric mystery, but is essentially a duty to operate a radio station with good judgment and good faith guided by a reasonable regard for the interest of the community to be served." (The Northern Corp.—WMEX, 1918.)

"The life of each community involves a multitude of interests, some dominant and all pervasive, such as interest in public affairs, education and similar matters, and some highly specialized and limited to a few. The practical day-to-day problem with which every licensee is faced is one of striking a balance between these various interests to reflect them in a program service which is useful to the community, which will in some way fulfill the needs and interests of many." (Capital Broadcasting Co.—1918.)

Aside from the legalistic questions, the pragmatic basis for broadcaster control over programming in the public interest was eloquently covered by the late Harold E. Fellows, president of NAB:

"... By the very nature of his daily performance, he is the one best qualified. He or the executive responsible for the administration of his station plays an active part in the life of his community. He becomes acquainted with the wants and needs of his audience in the field of programming. He and his personnel participate in the actions of his community's

government, civic, religious, business and social organizations. . . .

"He was not licensed originally to supplant the church or the parent in the home. He was not licensed as an educational institution. He was licensed to serve the public interest to the best of his ability."

In this regard, many broadcasters advocate a change in renewal procedure to allow them to present in narrative form community service performance. At present, the license renewal application—like the application for a new station—asks a station to break down programming performance as to percentages of time allocated to the following specified sever categories during a "typical" week: Entertainment, religious, agricultural, educational, news, discussion, talk.

With the exception of the first category, the public interest obligation is clearly implied. Many broadcasters, however, feel that singling out separate categories of programming is not a true way of measuring radio's total public interest story.

#### CONTINUING PERFORMANCE

An explanation of this point of view is provided by Robert Mason, general manager, WMRN Marion, O.:

"Actually, radio stations are broadcasting in the public interest when they give time, weather, temperature, find lost pets, carry lists of items for swap and trade, invite expressions of opinion, announce births and deaths. Radio stations operate very much in the public interest when they broadcast important speeches in their entirety, instead of headlining or excerpting, when they cancel regular programming for political conventions and elections. Unless radio programming all day long, every day, is very much in the public interest, there will certainly be no listeners, no sponsors and soon no station."

Upon close examination, the public service record of stations is impressive.

Just last month a critic of broadcasting, Representative Emanuel Celler (D-N. Y.), revealed the results of a station public service study that brought him to this conclusion:

"Broadcasting has come to occupy a unique place in the national scene. Perhaps we have become overly accustomed to receiving and enjoying its many services. Perhaps we are taking its many contributions too much for granted."

Congressman Celler, in an effort to get a balanced view of New York City stations' complete record, asked the New York State Broadcasters Association to supply specific information on performance in four categories—civil defense, non-commercial spot announcements, community service programming and public affairs programming. Nine stations participated, seven of them radio outlets: WQXR, WMCA, WCBS, WNEW, WABC, WRCA-AM-TV and WOR-AM-TV.

Voluminous material detailing specific projects and

## Public Interest Performance

The following figures are based on questionnaire returns to the U. S. RADIO survey. The dollar equivalents for public interest programming are based on station rate cards:

	Average Station In Markets of Up to 499,000	Average Station In Markets of Between 500,000 and 999,000	Average Station In Markets of 1 Million or Over
Hours of Public Interest Programming in 1959	432	590	833
<i>Expectations for 1960</i>	<b>449</b>	<b>617</b>	<b>861</b>
Number of Announcements in 1959	7,416	8,287	16,126
<i>Expectations for 1960</i>	<b>7,719</b>	<b>9,536</b>	<b>16,316</b>
Dollar Value for 1959 Based on Rate Card	\$57,523.22	\$112,073.22	\$461,484.06

performance were forwarded to Representative Celler. In reviewing the reports, he included the following results under each category:

- Civil defense—"In all, during 1959, the New York City broadcasters have contributed thousands of staff man hours and many thousands of dollars in the cost of equipment, broadcast time and tests to implement civil defense plans. . . ."
- Non-commercial spot announcements—" . . . free air time contributed . . . aggregated over 90,000 minutes valued at more than \$6½ million, and provided more than 110,000 announcements to over 2,400 organizations. I consider that the sheer magnitude of these figures is worthy of note."
- Community service programming—" . . . such programming on the part of the nine stations which participated in the study accounted for more than 220,000 minutes of broadcasting time of an estimated value in excess of \$10 million."
- Public affairs programming—" . . . in all, the nine stations . . . provided over 1,500 public affairs programs during 1959, and these programs represented 42,000 minutes of air time of an estimated value in excess of \$1.3 million."

Congressman Celler declared, "Behind the bare statistics of time and dollars are the specific achievements of these stations in the public interest . . . these broadcasters are making significant day-to-day contributions to their community. . . ."

"Over the years the broadcasting industry has played an important part in our nation's growth and welfare. The people and policies that contribute to this are, I believe, entitled to recognition and encouragement. . . ."

Many stations because of recent adverse criticism have been keeping a special check on their public interest accomplishments and are determined to give

this side of the story "equal time."

One such effort is reported by WOIC Columbia, S. C. Russell George, general manager, states that a year ago the station "instituted a system of handling all public service accounts just as we would a commercial account." A separate account sheet is posted with the number of announcements and/or program time devoted to the particular service agency or association.

The station sends out a "bill" to the service or welfare agency stating, "There is no charge. We enjoyed serving you and hope to continue in the future."

The response has been very favorable, says the station. "Some agencies have admitted that our 'bill' gave them renewed appreciation of something they had been taking for granted, the valuable contribution of radio to the American public."

The extent to which stations program in the public interest often depends upon individual approach rather than actual performance (for, in reality, stations of varying formats serve the public interest in ways that are congruous with their objectives).

Some stations set fixed percentages to guide their public interest activities, others design their public interest announcements and programming efforts as the need arises throughout the year, still others plan in advance major community service projects for a cause or charity. Some stations, like WFMT (FM) Chicago, believe they are operating in the public service their entire program day (this station carries fine arts programming for its entire 19-hour schedule).

Whatever its approaches, radio across America echoes this sentiment by James Quello, operations manager, WJR Detroit: "At WJR the licensing requirement of serving the 'public interest, convenience and necessity' is regarded as a privilege rather than a mandate." • • •



# EDITORIALIZING

Many stations are earning a new place for themselves in their community by adding a voice that urges and advises

 For many stations across the country, editorializing has added strength to their community voice. What the editorial did for the newspapers—is it possible to imagine a daily without such an outlet for expression?—it is doing for radio.

It is making the radio station not only the focal point for spot news, but also a respected voice in the community—a voice that comments, urges and advises.

The early fear of retaliation over public and sponsor disapproval of a station's stand is steadily waning. It is no more applicable for radio than it is for newspaper. There are cases in which a sponsor has been lost; there are others where a sponsor has been gained. The same is true for listeners.

With the emphasis on local community involvement, tomorrow's radio station may look back on June 6, 1949, the date of the final Mayflower decision that affirmatively laid the groundwork for editorials, as the day radio came of age.

According to questionnaires returned in the U. S. RADIO survey, the radio editorial is practiced by stations of all types of formats and programming approaches, from the strong music and news stations to those who describe their formats as balanced programming. And in most cases there is evidence of results, whether measured in station recognition or in specific achievements.



**W** EDITORIAL SUPPORT for New York's firemen in their efforts to win pay raises was aired over Bartell station WADO. News Director Jack Powers, as part of campaign, interviews firemen who are attempting to get two million signatures in a petition for impartial arbitration.

WWDC, Washington, D. C., for example, uses one-minute editorials that are aired about 10 times a day, seven days a week on a run-of-station basis. The number of subjects that are devoted to editorials for the week depend on the importance of the material. Sometimes there are four or five subjects touched upon in a given week, sometimes just one topic.

One of the station's best examples of what editorializing can do involved the tv repair racket. After instantaneous response to two editorials that merely explained the techniques of dishonest tv repairmen as reported by the Better Business Bureau, the station was encouraged to strengthen its stand and get behind its editorial view.

It learned first hand about the repair racket by taking three tv sets, replacing a good tube with a bad one in each case and letting some 60 different tv repairmen in various neighborhoods diagnose and price the troubles. Among the things the station found out was that the "wolves" would replace good tubes with bad, and would pad parts' prices. In all, WWDC ran 1,440 editorials on the subject, distributing copies of each to government and industry officials. Although reluctant at first, the station finally advocated licensing of tv repairmen. There is now a bill before Congress.

KMOX St. Louis has been editorializing since June 1958. Its editorials deal with local matters and a stand

is only taken when it feels a need has arisen. The station's first editorial advocated the fluoridation of water in St. Louis County (the people of St. Louis city have had fluoridated water for more than four years).

The station has relentlessly stuck to its editorial guns for more than 18 months. Following an editorial in May 1959 that once more urged the station's point of view, the St. Louis county council authorized the health measure by a majority of four to one. But two legal obstacles were then to be hurdled. These were in the form of two law suits filed on behalf of incorporated areas within the county, over which the county council has no authority.

Again KMOX used its editorial voice to lend guidance to those forces who were now behind the fluoridation proposal. The advantages of fluoridated water and criticism of the law suits were presented. Last month, in two separate actions, the courts dismissed the suits, clearing the way for the water proposal.

Another example of integrating an editorial campaign with station action—not unlike the way newspapers have handled certain local problems in the past—is provided by WISN Milwaukee. Late last year, the station produced a series of programs dealing with *Youth Crime—Milwaukee*. The station's news director worked closely with the chief probation officer, Juvenile Court judge, local law enforcement authorities, school and education boards, presidents of high school councils and teenagers themselves.

All aspects of the problem were covered. The final two programs were WISN editorials outlining what it felt could be done to ameliorate the problem.

The youth series evoked considerable interest and comment to the point that the two Milwaukee newspapers followed up with series on youth crime.

## LOCAL COOPERATION

WOWO Fort Wayne, Ind., also combined the radio editorial with the documentary technique to attack a social problem. The station ran a series of editorials criticizing newsstand pornography and calling attention to its evils. With the cooperation of the committee on better literature and the retail drug people, WOWO urged that this material be taken off the newsstands.

The station then followed up its editorial stand with a two-hour "spectacular" on the subject. The overall campaign was considered a success by the interest it evoked and it is to be continued regularly.

WMCA New York has been broadcasting editorials since 1954. In considering subject matter, the station gives equal weight to local, national and international events. Its most recent editorial "Watch on the Rhine," was inserted in the *Congressional Record*, the sixth station editorial that has appeared in it.

In terms of stirring up interest and comment, WMCA believes that its editorial of June 1958, "An Un-American Policy," which criticized the McCarran-Walter act, was its most successful. In addition to receiving letters and public comment, WMCA was asked by the House Un-American Activities Committee for further views and information.



**EFFORTS OF THREE** groups produce helicopter traffic reports over WLW Cincinnati. Representing these are Lt. A. Mehring (l.) for the city's police force, D. Campbell (2nd from r.) of Helicopter Airlift and R. E. Dunville, (r.) pres. of Crosley Broadcasting Corp. They receive special commendation from Ralph West, president of Ohio State Safety Council.



**NEWS DEVELOPMENTS** bring News Director Aubrey Morris (r.) of WSB Atlanta to the State Legislature where he interviews U.S. Senator from Georgia, Herman Talmadge, prior to the senator's special address on Georgia's school problems to a joint session of legislature.

KDAL Duluth, Minn., has been broadcasting its *Minitorial* for about 18 months, modifying the station's 15-year-old policy of editorializing in the *Northwest Feature* section of the 6 p.m. news. The format constitutes a one-minute "think piece" pre-recorded by and *aired hourly* throughout the station's schedule.

The station has found that its *Minitorial* is widely quoted throughout its area. As an example, one of KDAL's editorials was quoted in its entirety on the editorial page of a local newspaper that owns a competing station. That *Minitorial* took Governor Freeman to task for a statement he made regarding the lack of Duluth's business development activity.

KCBS San Francisco carries editorials that analyze local problems and are intended to create talk and comment. The station tackles issues as they arise and has created a position for a full time editorial and documentary writer and producer to research and write the subject matter.

### FREEWAY ISSUE

A current editorializing campaign has been urging the adoption of final plans to construct and complete the freeway system in San Francisco. In a series of editorials, KCBS has stressed the immediate and long-term economic hurts if the plan is not approved.

The station has received much favorable comment from highly placed organizations and individuals, it reports. Here is what the California State Automobile Association had to say: "Your organization is to be complimented for studying this problem and making your views known. . . ."

"If transcripts of the editorials . . . are available, we would appreciate receiving copies. I note also that you plan to make time available to those who may not agree with your position, and we would be interested in knowing the times when such presentations are planned so that we can listen to those broadcasts also."

KFH Wichita, Kan., airs editorials on topics of interest to the community. They are written by the news director and delivered by the general manager. Following a heavy snow storm last winter, a KFH editorial took the air urging city officials to speed up removal of the 11-inch snow fall. Within 18 hours, the city manager took action.

The station's stand deplored the antiquated methods of snow removal. By noon the day after the editorial was aired, the city manager announced that private contractors were being hired to assist city maintenance crews in getting the streets open. The editorial also urged that snow removal in downtown areas take place during the night and early morning. The city manager, in his directive, stated that such a policy would be instituted.

The snow removal stand was delivered more than a half-dozen times at various periods in the program schedule. It drew considerable listener comment and



**VIEWS OF NEWSMAKER** Richard Nixon are conveyed to WBZ Boston audience by discussion with the panel of newsmen on the station's *Newsmakers: 1960* series. Panel consists of (l. to r.): Radio News Dir. Jerry Landay, correspondents Jim Snyder, Sid Davis.



hundreds of calls to the city manager.

The influence of a radio editorial to guide government action is also illustrated by WEEL Boston.

During the middle of last month, the station called attention to the "great injustice in Massachusetts" that is "going virtually unnoticed." The station's position arose from a decision of the State Supreme Court that found it was illegal for the state to levy and collect taxes on Federal old age benefits, which it had been doing since 1940.

What irked the station was that because of the state's statute of limitations, Massachusetts would find it impossible to refund an estimated \$30 million to \$50 million in illegally collected taxes. The station's general manager pointed out that the statute of limitations is "an arbitrary device established by our lawmakers." He further commented: "It is interesting to note that the statute . . . does not prevent the state from seeking out those who submit fraudulent tax returns, no matter how much time has elapsed."

WEEL aired its position on Friday, Saturday and Sunday. The next day a state representative, who heard the editorial, filed a bill "providing for a refund of income taxes paid to the commonwealth based on benefits under the Federal Social Security Act." Later, Governor Foster Furcolo stated that he plans a special message to the legislature asking for similar action.

WSAV Savannah, Ga., influenced a change in county government administrative procedure. The station's editorial criticized the county government's failure to furnish tax statements to all taxpayers. This resulted in a change, so that all taxpayers now automatically receive tax notices and statements well in advance of each deadline.

WPBC Minneapolis, which has long believed that it's the station owner's job to stimulate thought and express views, added in 1959 two new thought provoking and controversial features each hour of the broadcast day. Each feature is limited to a maximum of two minutes and are presented as personal opinions of commentators on controversial local and national issues as well as philosophical viewpoints. There are also listener opinions, pro and con.

The station has had a chance to put part of what it practices in published form. An 85-page, soft-covered book, "Special Assignment," details a series of broadcasts on controversial issues that face Americans. It is written by Joseph della Malva, WPBC commentator, with a foreword by William Stewart.

president and general manager of the station.

WCRB Boston has instituted a nightly news commentary program called *Opinion*. It features well-known journalists, religious and educational leaders, who comment on important happenings of the day. Then in a once-a-week editorial the station offers its "opinion" on a controversial subject.

WBAL Baltimore, Md., offers a daily, 10-minute program, *The Maryland Report*. The program is designed as "must" listening for state residents. In the program, conducted by a news specialist, editorials are aired covering subjects affecting daily living. These range from local and state politics to juvenile delinquency.

WXLW Indianapolis, Ind., editorializes when it feels a situation warrants such treatment. Its editorials are approximately five minutes in length. They are scheduled over a two- or three-day period, with three or four separate broadcasts a day.

Delivered by the station's general manager, the editorials comment on such various subjects as vandalism in schools and corruptness in public offices.

KRLA Los Angeles has two programs that editorialize, *Scope Unlimited* and *The Big Story*. The first series is a half-hour taped show presented each Sunday morning from 10 to 10:30 a.m., offering views on current issues from the people involved.

The second series, *The Big Story*, is a seven-day feature that may be aired any time during the day from 7:40 a.m. to 10:40 p.m. It is used to comment on a controversial issue or "big story."

WOOD Grand Rapids, Mich., editorializes on any and all subjects—local, state or national. "Any group opposed to the station's editorial stand is given equal opportunity to answer if it so desires," according to standard station policy. In a community with limited newspaper competition, the station reports, "We have been told many times by many people that while they do not always agree with our editorials, they think it is good for the community, especially since the city now has only one newspaper."

Through editorializing, stations can carve an important place for themselves in the community. The Greater Troy Chamber of Commerce outlined some of the accomplishments of the editorializing activities of WTRY: ". . . Inspired civic leadership in Troy's urban redevelopment program . . . excellent support of the new city charter and editorial comment for betterment of Greater Troy." • • •



# RADIO NEWS

Sound medium constantly  
improves ways and means  
of keeping the community  
alert and well informed

 The fact that at least one radio is found in more than 95 percent of the 52 million homes that house the American population, plus the added exposure provided by in-car radios and portable receivers, makes radio an ideal medium to transmit news to the public. In keeping with its sworn oath to "... operate in the public interest, convenience and necessity," stations strive constantly to improve the quantity and caliber of their news programming.

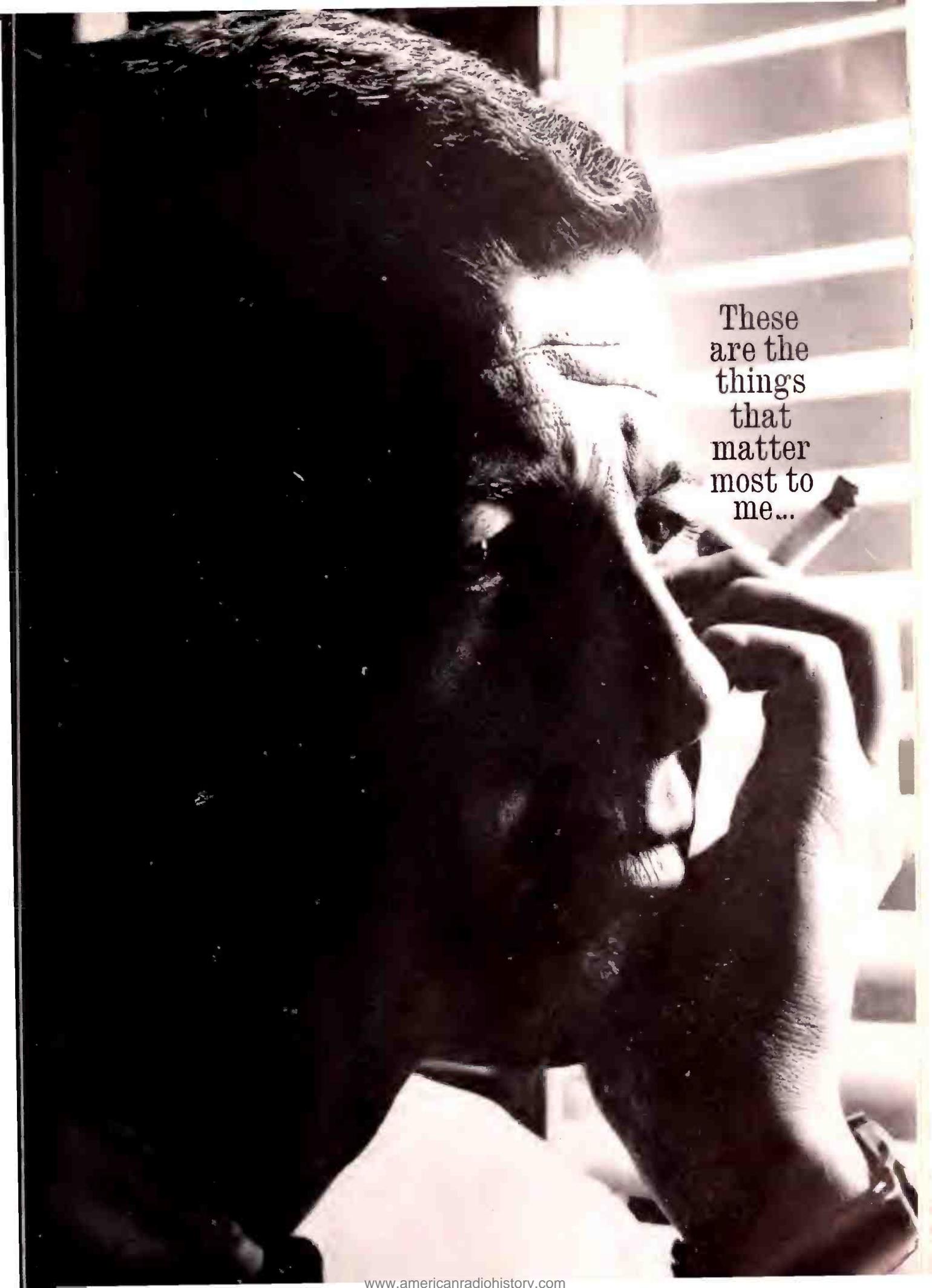
Typical of the attitude of most stations concerning their news function is that of WSAZ Huntington, W. Va., which states, "The day-to-day responsible, accurate coverage of City Hall and the Court House; the 'big' story of a mine disaster; special service in time of snow or high water; motorist warnings of traffic jams or ice on the streets—this, we feel, is the job of radio."

Here are reports from some of the stations responding to the U.S. RADIO SURVEY.

## LOCAL EMERGENCIES

Radio has often demonstrated its ability to reach the citizens of its community quickly and effectively in times of emergency. The heavy snows that hit much of the nation last winter provide a recent example of how radio responds to local emergencies.

The Topeka, Kans., area was hit with over 22 inches



These  
are the  
things  
that  
matter  
most to  
me...



of snow last March. WIBW Topeka kept its news department on the alert, often on a full 24-hour basis, in order to bring important emergency information to the community. Hundreds of cattle and other live-stock were short of feed due to the heavy cover of snow. The station reports that its farm directors broadcast special announcements about where feed supplies could be obtained, and information about how feed was being blown in by helicopter, brought in by snow plows and other heavy equipment.

Announcements about school closings were carried by the station from schools as far as 100 miles away. These announcements were given throughout the evening and early morning hours following severe snow storms. The station also launched a "Feed the Birds" campaign with announcements and news stories telling the plight of thousands of birds starving as a result of the snow cover. According to the station, tons of feed were distributed by air and by autoists who tossed the feed out of their car windows.

WAVE Louisville responded to the need when the community was hit by over 15 inches of snow in one week. The station kept its listeners abreast of such

events as the proclaiming of a state of emergency by the governor, the rescue activities of the National Guard as well as complete reports on the weather. In addition, the station says that its switchboard logged over 2,370 calls from listeners inquiring about the forecasts, school closings and the cancelling of meetings. Among the letters received by the station was one from the chairman of the Department of Medicine, Louisville General Hospital. It said, "We are grateful for the cooperation which your station gave in announcing that our Grand Rounds were cancelled. Obviously, it would have been an impossible undertaking to contact all the physicians by phone."

During a recent heavy snow, WPTE Raleigh, N.C., states that it received for broadcasting more than 500 announcements from 21 counties concerning the closing of government offices, schools, businesses and the postponement of civic, church and social functions.

KRNT Des Moines kept most of its eight-man news team busy gathering road and other information during a bad storm last winter. Designated by the station as "Operation Snowstorm," the telephone and news cruiser service provided information on traffic condi-



tions, heavy drifting, school closings, cancelling of meetings, among others.

Knoxville, Tenn., was hit by the hardest snow of the winter on March 9, 1960. By five in the morning, over five inches of snow had fallen. By 6:30 a.m., WBIR Knoxville reports that it had data on every school closing in the area, all street and highway conditions, special requests of officials and special reports on the weather. By 7 a.m., the station was airing reports on store closings and hundreds of announcements from many different groups and organizations. News summaries and bulletins were broadcast throughout the day providing up-to-the-minute information about the storm conditions in the community.

Located in a severe weather area, KPAC Port Arthur, Tex., states that it is equipped with its own power generator in the event of a commercial current failure. The station believes that it was one of the few, if not the only one, on the air when the area was hit very badly by a hurricane a few years ago. As a result of the emergency power, the station was able to keep a flow of information going to the community dealing with weather conditions, evacuation plans and similar data.

In late March, severe floods hit five states covered by WNAX Yankton, S. D. The station sent reporters to the scenes of the flood to record direct reports, and covered many areas by telephone. Flood reports were broadcast throughout the day for the entire week of emergency, often breaking into sustaining and com-



**ON-THE-SPOT** reporting takes newsman Bill Longworth (l.) of WGBI Scranton, Pa., to the scene of the Knox mine disaster at Port Griffith, Pa. Here he stands, mike in hand, by side of WGBI patrol car, interviewing a Civil Defense representative about the fast-breaking news story.

*These are the things that matter most to me . . .*

**“My children...”**

**PORNOGRAPHY: THE BUSINESS OF EVIL**

*“I think he got his ideas from that book that night.”*

*“The books you can get five for a dollar . . . you can always buy the pictures easy.”*

*“...involves chainings, beatings...masochistic practices you would find in a glossary of abnormal psychology.”*

*“The national syndicated smut racket grosses approximately half a million dollars a year.”*

Obscene books, literature and motion pictures have been flooding the nation since the end of the war. To find out just how far this racket ate into the life of Boston, “capital of U.S. morality”, WBZ News Director Jerry Landay and his staff spent months researching pornography in Boston. They taped interviews with members of Boston’s Vice Squad, the D.A.’s office, parole boards of detention centers . . . with men, women and children personally involved . . . and edited the tapes

into “Pornography: The Business of Evil”, an hour-long program shocking in its revelations of degeneracy.

The smut racket knows no barriers. Wealthy homes and work-a-day homes . . . highly educated and illiterate people have all dipped into this morass of filth. Most disconcerting, however, were the pitiful experiences of five and six-year-olds exposed to decadent photographs and forced into awkward situations and moral degradation.

After hearing the program, Massachusetts Governor Foster Furcolo declared an emergency to put into effect immediately a new law establishing heavier penalties for violation of the state’s obscene literature curbs.

The Boston Federation of Organizations, representing 140,000 members of 52 women’s clubs, organized an all-community roundup against pornography which is still in progress.

**WBZ +WBZA  
BOSTON**

*Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*



LATEST DEVELOPMENTS are gathered and reported in newsrooms of WWJ Detroit. A 12-man news staff works in newly built room. Visible behind the news editor's desk (in rear) is the "control center" with bank of communication equipment and the glass enclosed wire service room.

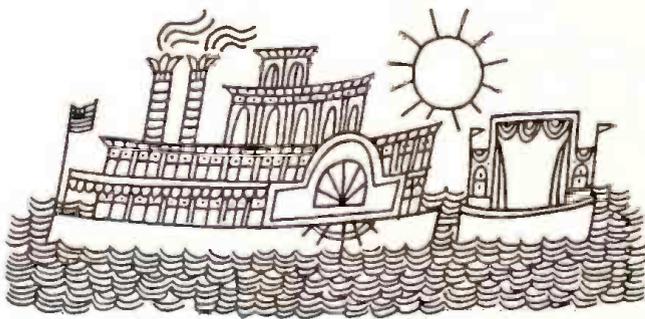
mercial programs. The station worked closely with Civil Defense and weather bureau officials to present emergency messages to those in danger from the flood.

Tornadoes and tornadic storms skipped across Florida last April. A correspondent for WGTO Cyprus Gardens, Fla., alerted the station about 7:15 a.m. From then on, the station says, bulletins and headlines kept listeners abreast of the fast-breaking developments. On the 8:15 a.m. news, the station broadcast that a second tornado had hit east of Orlando, and within minutes the correspondent in the area reported on damage. There was also a direct interview with a lumberyard owner who described how he and his eight employees narrowly escaped as the main storage building was flattened.

The station continued to carry reports on where the storms hit, and the damage done. In addition, announcements were carried on the mobilization of National Guard units for Dade City and Orlando.

Later in the year, a storm that had been labeled as a "tropical depression," suddenly began to take on the characteristics of a hurricane which would hit Florida on a Sunday, completely by surprise. WGTO alerted

*These are the things that matter most to me . . .*



**"Our culture..."**

### MUSIC MAN ON THE MUDDY OLD RIVER

Most people living along the Ohio used to think of it as a muddy old river—if they thought of it at all. But KDKA had a different notion about it. So — last summer, Robert Austin Boudreau and his American Wind Symphony, co-sponsored by KDKA, were sent on a mission: to rhapsodize from a river barge to twelve cities along the river.

The result of this voyage is best told by a townsman\* of one of those cities:

"It was a typical hot July night last Wednesday when Huntington (W. Va.) tucked an old blanket under arm, took cushion in hand and headed down the bank toward the Ohio River. An orchestra was scheduled to play on a barge moored close to the bank and it seemed as good a way as any to relax and get cool — to sprawl on the riverbank and listen to music.

"It would be a light program . . . for relaxation.

"No one expected to come away 'thinking.' No one expected to get bawled out, not even by a Boston professor conducting a Pittsburgh orchestra. But that's what happened.

"Robert Boudreau conducting the American Wind Symphony paused between numbers to give what presumed to be an informal chat. He told his listeners he'd been warned not to come to Huntington because the city was notorious for staying home even before the distracting days of television. He expressed his gratification for the large audience attending.

"He spoke of the beautiful river that had been given us and the dirty river we had made of it. He

its news staff, including 40 regular correspondents located throughout the state. One of the first reports came in from a correspondent who drove through the center of the storm shortly after it had struck the coast. This report, the station says, was followed by those of other eye-witnesses, weather men, state troopers, sheriffs and others.

The station received and aired reports from the storm's point of entry near Fort Myers to her point of departure near Vero Beach. According to the station, the bulletin announcing the storm's passing out to sea came almost a full hour before the Miami Hurricane Forecasting Center made the same announcement.

### TRAFFIC REPORTS

WXYZ's *Traffic Eye* keeps Detroit drivers fully informed of conditions all along the Expressways and major city streets. Working closely with the police department, the station says, reports are relayed immediately to drivers. In addition, the station has its own mobile units placed at high-traffic spots to provide eye-witness broadcasts. Frequency of the traffic reports are geared to the major driving times.

WDAF Kansas City, Mo., regularly airs its *Traffic Central*, which is designed to pinpoint immediately every major traffic tie-up, accident or emergency for the benefit of morning, evening rush-hour drivers. In times of inclement weather, the program warns drivers of the hazardous conditions.

The ability to get to the scene of a news event quickly is important if a station is to be able to provide fresh up-to-the-minute news. WKJG Ft. Wayne, for example, has a remote short wave broadcasting unit which cruises the area for 13 hours each day. KONO San Antonio has four "Big Red" mobile news units which, according to the station, are often used to keep listeners aware of traffic conditions, to report traffic snarls and suggest alternate routes. Working in cooperation with the city fire department, WADO New York has aired many on-the-scene taped interviews with firemen and victims of fires for their news value and to stress the need for fire prevention.

Well into its second year of operation, the WLW Cincinnati Helicopter Traffic Service has proved its effectiveness time and time again. Sponsored by the Shell Oil Company, the helicopter traffic reports are given twice daily at peak traffic periods Mondays through Fridays. The reports are made by Lt. Arthur H. Mehring, officer in charge of traffic, education and safety for the Cincinnati Police division, as he is piloted around and above the city by Jack DeVise of Helicopter Airlift Inc.

The police officer spots traffic tie-ups, advises motorists how to avoid them and at least two dozen times, the station says, he has landed from the 'copter to lend on-the-ground assistance at scenes of accidents and emergencies. The craft is equipped with special transmitter equipment which allows the lieutenant

was, of course, referring to the sanitary disposal of waste. He touched on the value of the river recreation-wise. In addition to putting on a good show complete with fireworks he sent most of his audience away thinking.

"If a concert could be presented successfully why not other means of entertainment, including stage plays and even the revival of the minstrel-type of entertainment which had its start on the river showboats of old?"

"The city is well aware of its advantages industry-wise...and what of its advantages tourist-wise? Such a recreation project would be of benefit not only to the area but would bring tourists into the city as well..."

"Listening to the music against the backdrop of height and the sheen of water, with the lights of small boats gliding by in the darkness, brought home to many the thought that the dirty old Ohio River has its artistic possibilities.

"Why not a cultural project from what has hitherto been only commercial? Why not Ohio River Festival?"

"Impossible? Think about it."

The orchestra played to crowds of 50,000. And everywhere people are asking the same questions, and others — about boating, water sports, river jazz, show boats and lots more.

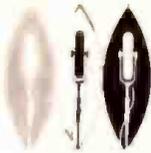
Next year, the KDKA Concert Barge will revisit all twelve cities by request, and make eight new stops. How much more will the trip accomplish than bringing live concert music within earshot of industrial towns teeming with people? Will this discovery of the Ohio's value as a cultural center take hold?

It's too early to tell. But one thing KDKA knows for sure: people *are* thinking. In fact, not since a steamship first navigated up that muddy old river and opened the doors to the West has there been such excitement about it. And everyone knows what *that* led to.

\*Bill Belanger in the *Herald-Advertiser*, Huntington, W. Va.

# KDKA PITTSBURGH

*Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*



to be in constant two-way communication with the police division's short wave station.

Typical of the type of activity carried on by the helicopter is the time that Lt. Mehring noticed a brush fire. Two adults and two children were trying to control the blaze before it reached some nearby buildings. The pilot dropped to within a few feet of the fire and kept the blade whirling so that it blew the flames away from the buildings until the firemen could arrive on the scene. The helicopter then returned to its "regular" job of detecting and directing traffic snarls.

The news department of WICE Providence, R. I., is also equipped with a helicopter. Twice during last year, the station says, the craft was used in cooperation with the state police for search and rescue work. In one case, the copter was used to transport a lost child to a hospital, and in another case it was used to help track down a suspected murderer.

When word came that two brothers, who were wanted for the murder of a Philadelphia police officer, had been found in Massachusetts, WFIL Philadelphia dispatched one of its newscasters to report directly

from the scene. The station reports that one of the brothers was killed trying to escape, and that the newscaster rode in the car with the remaining brother and police officials, getting first-hand interviews on tape.

An interesting example of how a station uses its mobile facilities to give thorough coverage to a local disaster is provided by WGBI Scranton, Pa. Early last year, the Susquehanna River tore through its river bed and flooded a coal mine near Scranton, trapping 47 miners.

The station dispatched its news cruiser to the scene as soon as word of the disaster had been reported. According to the station, the news cruiser remained on the scene 21-hours-a-day for the next six days, with an average of three broadcasts an hour during that period of time. The reports from the news cruiser were taped and played through beep-phone facilities for stations in Canada and as far as Kansas, the station reports.

#### NEWS FEATURES

The swift reporting of events is only part of a station's usual efforts in the performance of its job as a



news medium. Regularly scheduled and special features permit the public to be made more aware of a wide variety of important matters.

WQAM Miami, Fla., for example, has two features which run on alternate days, and are heard after each hourly newscast. First is the *Better Business Division*. Recently, the local head of the Chamber of Commerce Better Business division made a series of announcements reporting on the 23 top swindles in the area which listeners were warned to watch for during the season in southern Florida.

The alternate feature is called *Sound Off*. This gives listeners an opportunity to air their views, gripes and complaints about anything in their neighborhood or the city of Miami. As soon as the complaints are received, the station states, they are forwarded to the proper official or department for investigation and possible action. According to the station, many improvements were added to the city of Miami as result of information aired on the feature.

Twice each month, WTRC Elkhart, Ind., broadcasts a live 90-minute program of the town's city council meetings directly from the council chambers. The station reports that the program informs the community of various civic projects and the voting record of the various councilmen.

Since the inception of its one-hour weekly news-panel series, *Newsmakers: 1960*, WBZ—WBZA Boston says that "... the program has provided an available platform to leaders in New England and the nation



EXPANDED NEWS COVERAGE for listeners of KROD El Paso, Tex., was provided by addition of Piper Comanche for use by station's mobile news units. David Scribner, gen. mgr., and John Murray Jr., national promotion director, seen discussing plans for their new acquisition.

*These are the things that matter most to me...*

## **"Our helpless and handicapped..."**

*... last in line, as usual. Had to work late at the office again. Then a quick snack and a mad dash to KYW. Hope I'm in good voice tonight.*

*Last night we went to an orphanage. Tonight, a hospital. Never thought one night stands would mean so much to me. I joined the road show for the experience, and thought it might help me break into radio.*

*But some of these people I work with do it just to help raise money for charity.*

*Couldn't understand that at all, at first. But when I go into my act and see those faces light up — little boys, veterans in wheel chairs, old people*

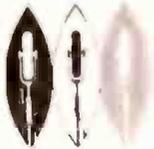
*who can hardly see. Well, if you were Ethel Merman on Broadway, you couldn't get more of a response.*

There are 128 other people in the KYW Road Show — singers, dancers, mimes, jugglers — aged 7 to 55 — and each must feel somewhat like this. They put on their act twice a week, sometimes four nights a week... travel up to 50 miles outside Cleveland city limits... to help raise money for charitable and welfare groups.

Last year the KYW Road Show received the American Legion Citation of Merit, a prize rarely awarded to non-Legionnaires, for its contribution to the civic and community life of Northern Ohio.

# **KYW CLEVELAND**

*Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*



who have reported on major controversies, issues and problems affecting local area, nation and the world."

The program features leaders in all fields who are questioned by four panelists from the station's news department and Boston newspapers and wire services. According to the station, the interview show has been the source of many stories which have received nationwide attention via newspaper and wire service stories. The most famous of these probably being the one dealing with the appearance of the Governor of New Hampshire, and questions about the prospects of New York Governor Rockefeller and Vice President Nixon in the State's first-in-the-nation primary. The broadcast brought about a flurry of activity among local and national Republican Party leaders.

WCCO Minneapolis recently cooperated with 12 scholars and made it possible for two women journalists to study in Russia, and for its farm service director to travel in seven European countries, all of whom reported their findings on the air.

The group of scholars was headed by a leading educator who is also a WCCO news analyst. According to the station, he prepared broadcasts "... from the

most remote points in Russia from which any Western visitor had yet reported."

When it appeared as if the two women journalists would not be able to make their trip, the station made a public appeal for funds and "... added resources of its own to make their trip possible."

WCCO's farm director toured in Europe with Agriculture Secretary Ezra Talt Benson. He reported his impressions from Iron Curtain countries during the tour, and many times on his regular programs.

WNEW New York has one of the largest and most complete news organizations of any station in the country. The station considers the weekly *News Close-up*, as one of its most effective news activities.

On the air since January 1959, the program concerns itself with a wide variety of subjects, "... going directly to the people and organizations concerned." Some of the matters taken up in this broadcast include "the record of the Legislature," which was a debate on the performance of the State Legislature; the Mayor of New York discussing the controversial tax on taxi rides; a debate on the treatment of narcotics addicts.

They pitch pennies for big stakes in the Midwest!

WSB Atlanta has regularly been carrying its 15-minute, five-day-a-week *Open Mike* series. Recently, the broadcast covered news from Georgia's General Assembly. The listeners were given a complete report on daily happenings in the Legislature, using the actual voices of the newsmakers speaking directly from the floor of the Assembly, "... and delving into political developments more completely and thoroughly than is done on a regular newscast."

Many veteran lawmakers, reports the station, stated that they heard daily repercussions from the *Open Mike* broadcasts, as voters around the state listened to these developments and wrote, wired or called the state capitol with their reactions.

In addition to the special series, the *Open Mike* program has dealt with such subjects as desegregation, an inside report on conditions for the mentally ill, a study of the state's prison system, among others.

KDIA Oakland, Calif., reports that it has presented many special programs designed to keep its listeners abreast of matters of local and national interest. Over a recent 30-day period, the station reports, some of the programs carried included a special interview with an expert on the "Negro and labor unions: an interview with Cornelia Otis Skinner on Brotherhood Week; a special Negro youth panel on the lunch counter demonstrations.

There were also two special programs on capital punishment, with particular reference to the Chessman case, and a remote broadcast of the first Negro



IN RECOGNITION OF members of its community, WCCO Minneapolis sponsored an honor lunch for the 10 Minnesotans on the Gold Medal U.S. Olympic Team. Members received plaques from Gov. Orville Freeman (l.). Sportscaster Halsey Hall interviews Jack McCartan (c.).

*These are the things that matter most to me...*

## "The emergencies..."

### WHAT'S A PENNY PITCH?

To most people it's a line you pitch to. Closest penny's the winner and takes all.

To WOWO listeners it's different. They pitch pennies by the thousands to a kitty at WOWO... to help losers in the game of life. It started in '54, and has been going on ever since.

That first year they pitched pennies for a new typewriter to help a crippled lad to continue putting out a local newspaper — his sole means of support.

In '55 pennies were pitched toward power tools for a disabled veteran. As a result he was able to start his own woodworking business.

In '56 WOWO pennies rebuilt a home for an elderly couple, unable to modernize on their own.

The next year WOWO broadcast the story of a blind woman and her four children, about to be evicted from their small apartment. 15,654 listen-

ers played... and purchased a home for this family.

In '58 WOWO coins jingled their way up to rebuilding a home and playground facilities for a couple that sheltered orphans.

Last year WOWO listeners burned a mortgage for a widow and six children. 19,232 people played that game. The kitty: \$11,230 — enough to pay the mortgage and provide for a much needed operation for one of the children.

The game that started with a typewriter for a small boy has furnished homes for needy families.

What will the stakes be next year? No one can say for sure. One thing is certain. No station in the Tri-State area is more eager to help its community... no station better known for the help already given.

# WOWO FORT WAYNE

*Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*



boycott and picket line in California.

WNBF Binghamton, N.Y., reports that it set up a cooperative service with the Broome County extension service airing special programs devoted to new developments in agriculture. News items dealing with farming and advanced techniques in farming were integrated into the station's newscasts.

KBHS Hot Springs, Ark., reports that "In our section of the state the political scene is of the utmost importance. In view of that, we have brought comprehensive, interpretive news to the people concerning our Grand Jury and the indictments handed down."

WLIB New York recently aired over 200 special newscasts and feature programs on various aspects of the civil rights bill being debated in Congress. In addition to an average of four news stories a day on the latest developments in the debate, the station says, it also provided listeners with beeper-phone interviews three times daily from a Washington correspondent from the Capitol floor.

A number of special discussion broadcasts, featuring senators and congressmen from both sides of the civil rights debate, were also aired.

A new series called *A Lawyer Looks at the News* was launched last month by WGAR Cleveland. Members of the Cleveland Bar Association are heard on the weekly quarter-hour program. They deal with news which has legal significance for the average person.

At the end of last year, WGAR reports that it organized a special mid-week *City Club Forum*. This is a one-hour program dealing with local issues, and featuring authoritative speakers. The station also has added to its staff a writer-researcher who will work exclusively on documentaries dealing with problems of local interest and importance. Two program titles are "Brotherhood: Fact or Fiction?" and "The Quality of Public School Education in Greater Cleveland."

WGN Chicago has two regularly scheduled programs designed to keep its listeners abreast of local and national affairs. *Talks of Our Times* is a 30-minute program featuring speeches of informed men and women on topics of interest. These programs are taped at various locations in Chicago, such as the Executive Club and the City Club. Some of the



speakers have been the head of the United States Chamber of Commerce, a leading member of the American Bar Association and the editor of the Christian Science Monitor.

*Your Senator Reports* is a 30-minute weekly program on WGN which features 13-minute reports by two midwestern senators each week on non-political topics of interest to the community. Senator Dirksen speaks each week, and is followed in weekly rotation by Senators Hartke, Proxmire, Hart, Wiley and Capehart.

Two years ago, KFAL Fulton, Mo., urged officials of the Missouri State Hospital to develop a special program series which would tell the story of the mentally ill. The objective of the series would be to inform the public of the problems facing the mentally ill and what was being done to help them. After working closely with hospital officials, the station reports that it came up with a series of broadcasts which was very well received, and which was also aired on other stations.

As can be seen from the previous reports, which provide a cross-section of station activity in the news area, this vital function is being carried on in many ways. These efforts might come from a one- or two-man staff in a tiny community, or an elaborate and comprehensive setup, such as that of WWJ Detroit with its 12-man staff. However, regardless of the size, all are helping to keep the community and the nation alert and informed. • • •



EMPHASIS ON EDUCATION by WBAL Baltimore takes the form of a traveling "schoolmobile" which roams the state of Maryland interviewing student and school officials for its weekly 15-minute broadcast. Topics range from driver education, to PTA duties to school government.

*These are the things that matter most to me...*

**"Our schools..."**

**\$250 TO GO BACK!**

*No more pencils*

*No more books*

*No more teacher's dirty looks!*

It used to be you'd hear this in June, when school ended. But in Chicago the happy chant had mournful overtones to adults hearing it in September. The nation's second largest city looked upon its school drop-outs and late enrollments as a grave social hazard. "What would they do *instead* this year? In ten years, what *then*?"

To help reverse this trend, WIND launched a "Start School When School Starts" campaign.

Forty to fifty spots ran each day.

But WIND didn't stop with spots.

The station sponsored a "Start School Contest" with a \$25 daily award and \$250 grand prize. Teenagers entered by completing this sentence: "I am going back to school when school starts because..."

"We ran this campaign to sell the value of a high school education, just as we sell the value of cigarettes, cars, beer or coffee," says WIND's Dom Quinn.

Result was that WIND had 3,500 entries. *Chicago schools had new highs in enrollments.*

**WIND CHICAGO**

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# COMMUNITY SERVICE

Radio stations play a full and active role in community affairs

 Living in the fast-paced, modern community makes many demands on the time, energies and thoughts of its citizenry. The average member of a community is concerned with juvenile delinquency problems, the school system, supporting national and local campaigns to stamp out diseases, how to cut down on automobile and other accidents, helping out neighbors in trouble, keeping up with civic developments and many, many other things. In every one of these areas, and others, the radio station is an active, interested "citizen" of the community it serves.

The thousands of stations located throughout this nation daily exercise the privileges and responsibilities that come with citizenship. Here are reports from

some of the stations responding to the U.S. RADIO survey.

## SAFETY

As our society becomes more mechanized, it also becomes more difficult for the public to protect itself from its own "progress." The safety efforts of stations have been keeping pace with this progress.

KMAC San Antonio, Tex., for example, has been airing its *Save A Life* program regularly since 1952. Material for the show is provided by the National Safety Council, the local safety council, Civil Defense Headquarters and the Texas State Highway Department. Last year, the station broadcast 281 programs in the interest of safety, amounting to a total of 98 hours and 40 minutes. These were regularly scheduled





musical programs with safety announcements throughout the programs. Approximately 75 percent of the announcements were on traffic safety. In addition, some 408 safety spot messages were aired.

A 12-month safe-driving campaign was recently launched by KTUL Tulsa, built around a Safe Driver Club. Object of the Club is to enroll all motorists in northeastern Oklahoma, and have them pledge themselves to obey the "Top 10 Rules of Safe Driving."

Working closely with Consumers Oil Co., the station designed a special bumper sticker which has been made available in all Consumers Oil service stations. These stickers, together with a Safe Driver identification card will be available to all motorists. Working with the aid of police officials, KTUL and the oil company will designate a "safe driver of the day," and a "safe driver of the month," with gifts going to these individuals.

*These are the things that matter most to me . . .*

## "Our town..."

### PORTLAND'S CURIOUS COLLECTION

Portland, Oregon has one of the nation's newest and finest zoos. Soon it will be the only zoo in the world to feature in its collection an authentic *deejay* — a KEX disk jockey.

What's more, the KEX man is committed to do a broadcast from inside the cage, while his colleagues hurl peanuts at him.

What inspired this monkey business? Portlanders had spent two years and half a million dollars in labor and materials building the world's largest, most spectacular recreation railway for their zoo. But last November, just \$10,000 away from completion, funds ran out and all work stopped,

KEX stepped in.

The deejays organized a gigantic community dance . . . and came up with a zany but immensely successful contest among themselves. Object: to see who could get the largest number of listeners to contribute. Booby prize: the monkey's cage and a shower of peanuts.

Well over half the \$10,000 needed to complete the Zoo Railway has already been raised. As the contest draws to a close (KEX promised delivery of the full amount this spring), townspeople are feeding the kitty with unabated zeal.

What a curious, wonderful way to build a recreational railway!

# KEX PORTLAND

*Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*



A regular safety feature on the station is the daily broadcasting of the possible location of police radar units. This is done with the permission of the police department, and the station reports that the police believe this service has cut down on the amount of speeding in the city.

WTVN Columbus, O., recently gave its support to the local "Operation Maps" (Motorist and Pedestrian Safety) campaign. During the month-long event, the station broadcast 310 thirty-second announcements, 60 five-minute newscasts and featured safety messages on 24 various news broadcasts. It also cooperated with a local outdoor advertising firm in placing 12 billboards dealing with the campaign in various locations in the city.

A 15-minute safety show, *So It Can't Happen To You*, conducted by the head of the St. Louis Metropolitan Police Department Traffic Division, is the oldest consecutive weekly feature on KNOK St. Louis (20 years). Presented Sunday, the program gives a station "Traffic Courtesy Award" to a driver recommended by a corps of safety engineers who report the driver's act of courtesy back to KNOK. The program has been the recipient of many safety awards on both

local and national levels, the station reports.

In an attempt to reduce the death toll, WEBB Baltimore for almost one year has been conducting a safe-walking campaign. According to the station, Baltimore has the highest death rate for pedestrians in the country. The campaign is built around the "Buddy Young Safety Buddies."

A former football star, and now a station personality, Buddy Young appeals to the children to join. The youngsters receive a safety button and card. Free movies are shown, and bank accounts opened for outstanding safe walkers. Each child also receives a letter from Mr. Young outlining six safe walking rules. The station reports that over 3,000 children have participated in the campaign, and a new drive has been scheduled for this summer.

KOY Phoenix, Ariz., recently put on a special campaign to eliminate the sale of fireworks to adults as well as children. However, the station also sponsored a properly supervised fireworks show.

In an attempt to better the city's safety record, San Francisco's chief of police ordered that a black flag be raised on all police vehicles each day that there is a traffic fatality in the city. To support this idea, KYA

## Summing up—

The things that matter most to people . . . matter to us. As they should to any responsible broadcaster.

For only by searching out community problems and participating in their solutions can a broadcaster gain the community's confidence — his key to good audience, good service to advertisers.

Hence, the preceding examples of WBC programming. And the community responses described in those stories. Unsolicited recognition, enthusiastically given . . . received with a sense of fulfillment by the WBC stations . . . as were Sylvania Awards, Edison Awards, Freedom Foundation and other awards for public service programming last year.

**W B C WESTINGHOUSE BROADCASTING COMPANY, INC.**

**RADIO:** WBZ+WBZA Boston, Springfield / KDKA Pittsburgh / KYW Cleveland / WOWO Fort Wayne/WIND Chicago/KEX Portland, Ore. *Represented by AM Radio Sales Company*  
**TELEVISION:** WBZ-TV Boston / WJZ-TV Baltimore / KDKA-TV Pittsburgh / KYW-TV Cleveland/KPIX San Francisco *Represented by Television Advertising Representatives, Inc.*



San Francisco, decided to make use of its 800-foot transmitting tower which was converted into a "giant candle" since it is located on Candlestick Point. Working with the police department, the station agreed that the "giant candle" would only be lighted if there was no Black Flag flying. The chief of police taped a series of messages announcing whether or not the candle would be burning in San Francisco that night.

### CIVIC AFFAIRS

Being an integral part of the community, the radio station often devotes a great deal of attention to civic problems and events.

WBT Charlotte, N.C., has inaugurated a "Community Pride" competition. As explained by the station, the winning community will receive a cash award of \$1,000 and one year's possession of an award cup. The event is open to all towns of 1,000 or more population within hearing distance of the station's signal. Listeners are invited to vote for their favorite town. The town receiving the most points during the year will be the winner. The cash will be turned over to that town's governing body for use in civic improvements.

Weekly standings are announced regularly on the station, and the town in first place on the first of each month is featured on WBT for one day. Local civic and business leaders are interviewed on the programs.

WBEN Buffalo, N.Y., has been broadcasting the *University of Buffalo Round Table* each Saturday evening without interruption since 1941. In those 19 years, the station has made its microphones available to civic, state and national leaders in education, labor, commerce, industry and politics.

KLZ Denver has been active in civic affairs with such programs as *Citizens By Choice*, which deals with naturalization and the various facets of this subject as it applies to the new citizen and to the community; and *Income Tax Panel*, which offers the listeners pointers on this oft-times perplexing annual event.

On KTOK Oklahoma City, a *Civic News* series is heard five days a week. The series includes interviews on various projects of interest to the community, and interviews with outstanding visitors to the city. In a similar vein, KPRC Houston, Tex., conducts its *Community Events Calendar*, which is heard an average of 38 times a day. Each message mentions an item or activity of some civic, church, social or other group.

KWKH Shreveport, La., has been supporting the move to get a zoo for the city by scheduling announcements calling attention to the project, and by having the public come to the station to pick up tickets for a "zooarama," which the station says is a preview showing of animals already promised to the zoo.



WATCHES FOR THERAPY are accepted by Roy Campa-nella on behalf of The Institute of Physical Medicine & Rehabilitation of New York University Medical Center. Drive by station WINS New York for worn-out time pieces provided watches for training of disabled patients.

### FUND RAISING

The public annually contributes hundreds of millions of dollars to help combat and stamp out the diseases that are cripplers and killers of men, women and children. Radio has always been aware of its obligation to contribute and support these necessary fund-raising drives.

Last summer, KBON Omaha conducted an elaborate campaign in cooperation with the local March of Dimes committee. The station reports that all of the funds in the March of Dimes treasury had been depleted and that there was urgent need for money. To dramatize this need KBON's night deejay, Fritz, climbed a pole on the Courthouse lawn in downtown Omaha. He remained on his perch for 15 days, and during that period the station sent performers and celebrities to the "Polio Pole," to be interviewed by Fritz and to focus attention on the fund drive.

In commenting on the project, the drive leader for the March of Dimes campaign in Douglas County said: "The pole, feature stories on KBON, the spot announcements, the time signals which read 'Give to Polio Time' and the tremendous work of Fritz have all made Omahans think twice about polio."

During the most recent Community Chest drive, WKZO Kalamazoo, Mich., wrote and directed a series of campaign songs. These numbers were recorded at the opening dinner by the entire group of volunteer workers for the drive. The recordings were made available to all stations in the community, which used them throughout the campaign. WKZO reports that the songs were credited with being instrumental in helping make the Community Chest drive a success.

When the community's only hospital was con-



## SALT LAKE TABERNACLE CHOIR

The sound of the great choir, and its 11,000-pipe organ, has been an inspiring one to Americans these 30 years. The world-famous 375-voice group sings the music of many world religions. It has been hailed as an "adventure in understanding." A network radio program in the public interest...

**ONLY  
ON CBS  
RADIO**

Radio



In The Public Interest

(Community Service)

denied, the 1,400 residents of Avalon, Calif., were faced with a serious problem. This problem was even more acute in the summer when the town played host to 10,000 tourists a day.

The local station, KBIG, helped spearhead a move to have funds allocated under an act which, according to the station, provides that the government will match the amount raised locally for the construction of projects such as a new hospital. KBIG devoted a month to an intensive fund-raising effort, and reports that it accounted for approximately \$55,000 of the required \$150,000. The hospital opened a few months ago.

WFBC Altoona, Pa., actively supported a "Jobs for Joes" fund-raising campaign designed to bring new industry to the Altoona region. According to the station, the area was hard hit by unemployment and a one-industry economy.

The station says that it organized and aired a "New Industry Conference" with state and local officials, plus editorials pointing out the need for the campaign in an attempt to get action on the problem.

### SPECIAL RED CROSS COPY

For its part in last year's Red Cross Fund Drive, WL01, Minneapolis decided not to use the general material supplied to all stations. The station reasoned that its own air personalities could do a more personalized and effective job. All of the copy used during the drive was written by the WL01 staff, and prepared with a specific announcer and style of delivery in mind. The station felt that by doing this it was possible to appeal to its listening audience in a personal way.

According to WL01, after the campaign was underway the local Red Cross Chapter requested the station to furnish other stations in the area with copy which they could adapt to their own personal styles.

KREN Grand Junction, Colo., has been instrumental in raising funds for the Senior Citizens Home. During the most recent March of Dimes campaign, the station conducted its annual auction and raised almost \$3,000, in addition to focusing attention on the drive.

To support the Heart Fund, KFMB-FM San Diego, aired a 60-hour "Jazzathon." The executive director of the San Diego County Heart Association wrote the station that "In addition to the contributions made to the Heart Fund, the publicity given to our Heart Sunday was terrific, and the success of the drive, which brought in about \$5,000 more than last year, can be attributed to a large degree to your (KFMB-FM) efforts."



COMMUNITY LISTENING in the park is made possible by the efforts of KMOX St. Louis. Conducting the orchestra is Laruent Torno, who is also a KMOX personality. The bandstand concerts are also broadcast over the air.

### PUBLIC WELFARE

The fact that the average person is usually no more than a few feet away from a radio at any time means that the medium is able to perform public service activities swiftly and effectively.

WTUX Wilmington was asked to help find an adult blood donor who had had chicken pox within the past two weeks. A donor was found 10 minutes after the first appeal was put on the air.

At 1:50 p.m., the Pennsylvania State Police were requested to locate a New Jersey salesman in time to prevent him from taking a dose of medicine which would seriously endanger his life. WSBA York, Pa., reports that the police requested that it broadcast an alert on its *Operation Contact* feature. As a result of the broadcast, the station says, state police were able to trace the salesman in less than 70 minutes.

KWK St. Louis recently received word that RH negative "O" type blood was needed to save the life of a patient. According to the station, within 10 minutes after the plea was aired, the hospital called to report that listeners had supplied more than the amount of blood needed.

When a four-year-old boy had been bitten by a rabid dog, KWK states that its listeners were asked to supply information which might lead authorities to the animal. As a result of the appeal, the dog was found 24 hours later.

WSUN St. Petersburg, Fla., offered its cooperation to the local TB Association when it conducted a campaign to get people over 45 to take free chest X-Rays. The station scheduled six announcements daily, including the locations of the mobile X-Ray unit. With almost 51,000 X-Rays made, the campaign was considered extremely successful, and the station says that the TB Association gave much of the credit for the drive to the efforts of WSUN.

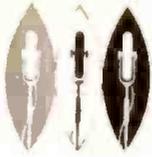
Describing its objective to be that of giving the public a better understanding of the mental health problem, its scope and its possible solutions, KDKA Pittsburgh has conducted more than 25 tours of the state



## CAPITOL CLOAKROOM

Radio's oldest continuous public affairs series traces our legislative process. It was awarded a Freedoms Foundation Medal for creating "a better understanding of great fundamental American tradition." Listeners hear Presidents, Senators, Congressmen — those who help to make the law. A network radio program in the public interest...

ONLY  
ON CBS  
RADIO



hospital for mental patients. As a result, PTA units, unions, women's clubs, business school groups and others have taken the trips. The KDKA tour furnishes a leader for the groups, transportation and brochures explaining the work of the hospital. The station also arranged for the talent at the summer carnival put on for the 3,000 patients. Spot announcements and interviews have supplemented the "in-person" phases of the station's mental health projects.

At the beginning of Brotherhood Week last year, WTTM Trenton, N.J., broadcast a special two-and-a-half hour radio discussion dealing with human relations in the greater Trenton area. The program was divided into five panels discussing housing, education, juvenile delinquency, employment and law enforcement. Some 20 community leaders participated.

The program was planned with the assistance of the National Headquarters of the American Civil Liberties Union. According to the station, the ACLU said that this was the first program of its kind in the field of human relations in the United States.

KGMS Sacramento, Calif., cooperated with a recent Boy Scouts Alert test. For one week prior to the alert, the station broadcast a pre-alert signal. On the alert night, information and directions for each district were aired. The station reports that the Golden Empire Council informed it that there was an almost 100 percent participation in this Civil Defense drill by the Scouts in the area.

KVOS Bellingham, Wash., came into contact with a blind man who had recently arrived in town. The man said that people, not understanding how a guide dog worked, often gave assistance that only served to confuse him and his dog. Out of this discussion came the idea for a special program dealing with the blind people in the area, and the various agencies dealing with the blind.

## YOUTH AND EDUCATION

Since a nation's youth is still its most valuable "natural resource," it is important that the problems facing the young, and how they are being trained to take their proper place in society be given as much exposure as possible. Radio is aware of its responsibility in this area.

One of the interesting examples of East meeting West, is the friendship which has developed between the cities of San Francisco and Osaka, Japan. Each year, San Francisco conducts a "Pacific Festival," which is designed to "... continue to foster this basic relationship of friendship between San Francisco and her neighbor communities and nations throughout the entire Pacific Basin."

One of the other objectives of the Festival is to promote good health. In connection with this, KYA San Francisco, in cooperation with Parke, Davis and Co., last year arranged to have presented and delivered to Osaka, 50,000 capsules of Chloromycetin, "... for use in Osaka's charity hospitals as a gift from the youth of San Francisco."

KRLD Dallas conducts a weekly 30-minute program called *Salute to Education*. Each week, the station takes portable taping equipment to a different high school or junior high school and tapes a program of band or choral music by the students of the school. Each program also includes a talk by the principal of the school.

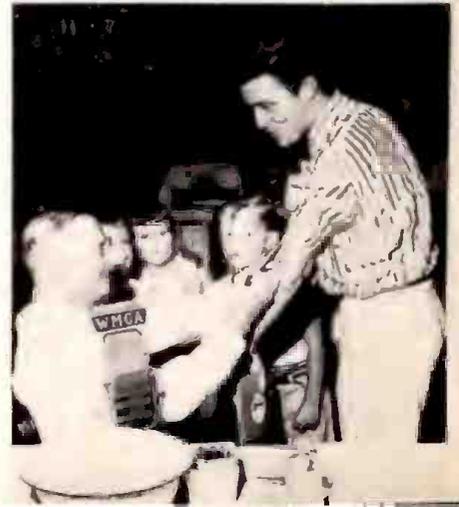
Every Saturday morning, the station also conducts a show called *Teen Time*. Each week, a group of students from the speech classes is invited to appear on a panel discussion.

A special series dealing with juvenile delinquency was aired by WQXR New York. The series touched upon four different phases of the problem, with a complete program devoted to each subject. Presented

**HOME FROM A MARCH** for the National Foundation is KSO Des Moines Program Director Dick Vance (c.), here receiving congratulations from Bob Ray, the foundation's Iowa State Chairman, Tony Moe, KSO general manager, looks on. Contributors deposited \$3,600 into the barrel in the wheelchair which Vance pushed for 35 miles, from Ames, Ia., to Des Moines.



**WARY GLANCE** at the needle from next-in-line, doesn't prevent this recipient from smiling as he gets his Salk shot. The anti-polio drive was sponsored by WMCA New York to help promote health in the community.



in cooperation with the Juvenile Delinquency Evaluation Project of the City of New York, the series dealt with the anti-social gang, the cop on the beat, kids behind bars and a forward step in community action. Participants on the programs included city officials, civic leaders and laymen who have worked with youth.

KFRO Longview, Tex., has been conducting a 30-minute *Teen Time* program for over 10 years. The program is put on by local high school students. The station also carries another 30-minute show each week dealing with the PTA programs in various schools in the community.

KFWB Los Angeles recently collaborated with The Students Crusade Against Narcotics in a campaign calling for the enactment of more severe penalties for the sale of narcotics to teenagers in California. According to the station, 400 spot announcements were broadcast in one week, plus editorials by the station president on each news broadcast. One of the objectives of the campaign was to raise funds to finance a trip by the Students Crusade to Sacramento for a visit with the Governor.

### "FACTS ABOUT DOPE"

The station covered the various developments with on-the-spot broadcasts, and "Facts About Dope" were aired on every disc jockey show. Press interviews and conferences were arranged by KFWB in Los Angeles, San Francisco and Sacramento. A resolution commending the station for its role in the anti-narcotics campaign, was passed by the City Council of Los Angeles.

WDIA Memphis has been active in many projects geared to the problems of youngsters in the community. For a number of years, the station has provided two buses, driven by station personalities, which make 20 trips a week transporting crippled children to a special school for the handicapped. The station has been conducting spelling bees, offering a week's trip to Washington to the student and his teacher. WDIA presents an all-expense paid trip to one of the major bowl games to the outstanding high school football player.

WINN Louisville, Ky., has devoted a good deal of time and effort to youth and youth organizations. A number of these organizations have demonstrated their appreciation. A letter from the United States Coast Guard thanked the station "... for the opportunity to 'spread the word' concerning the Coast Guard Academy. We have already received several inquiries as a result of the broadcasts." Another letter in the station's files states "We are most grateful to WINN for helping the 'Y' to promote our classes and YMCA Week. These spot announcements go a long way to inspire people to take an interest in themselves and the 'Y.'"

The range and scope of radio's activity in community affairs are wide and deep. A station like WGY Schenectady, N.Y., for example, last year carried announcements from more than 120 different organiza-



PROGRAM FOR YOUTH is presented by Gov. David L. Lawrence at the Pennsylvania Conference on Children & Youth at Harrisburg. Edward Young, KDKA Pittsburgh, producer and administrative assistant, is shown with tape recordings that were played for the delegates at meeting.

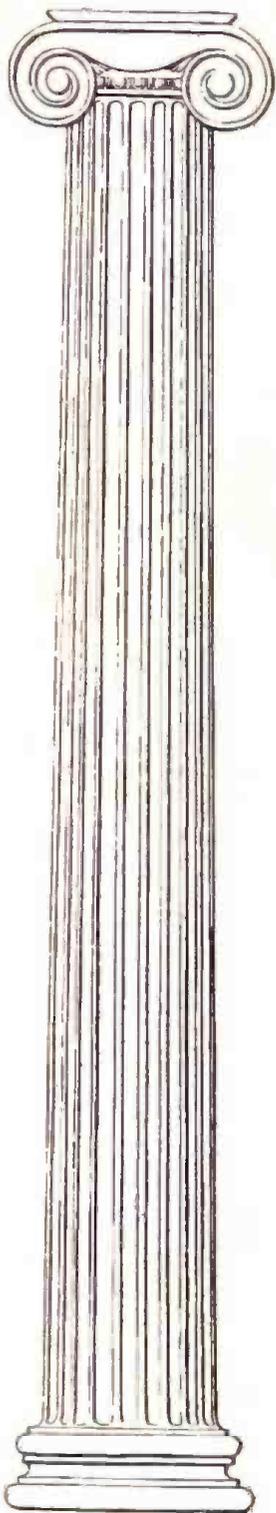


CONCERN FOR HEALTH is in realm of radio's efforts for the community. KRLA Pasadena, Calif., contributes to this area by establishment of a Polio Clinic where citizens line up for protection against the dread disease.

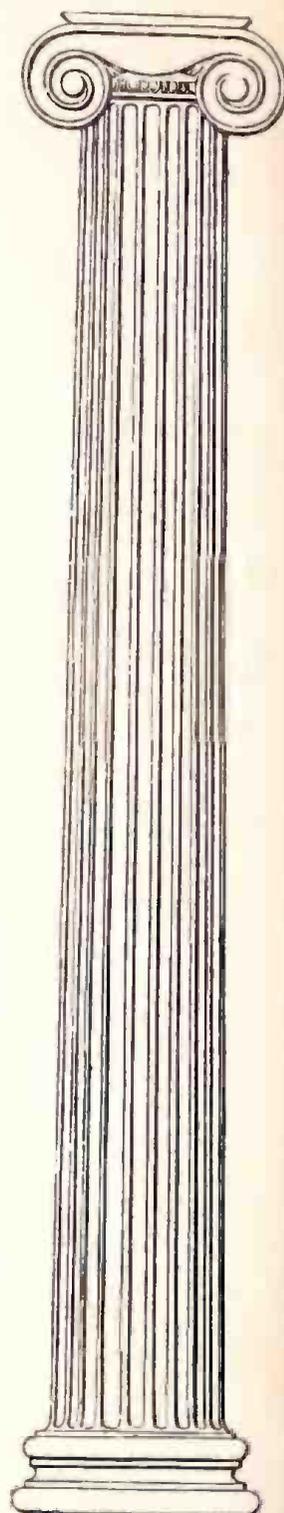
tions, covering subjects from Aid to Higher Education to announcements for the YWCA. Or a station like WINS New York, which regularly carries public service features and spot announcements dealing with such diverse subjects as missing persons, traffic jam bulletins and pleas for blood donors in order to help serve its fellow citizens.

The activities which have been reported are not unique because of the stations mentioned here. The unique factor is that these events are going on daily at almost any one of the over 4,000 stations now on the air. • • •

# KWKH



# KTHS



## 2 GREAT SOUTHERN STATIONS

*that people believe in*

### OPERATING IN THE PUBLIC INTEREST

*with diversified or "Full-range" Programming . . .*

outstanding news coverage

invaluable service to agriculture

the best in sports, including live broadcasts of major league baseball and both college and pro football

live religious broadcasts

a tradition of responsible broadcasting which has captured the confidence of their listeners . . . listeners who not only hear, but heed.

special features and discussion programs devoted to public affairs

cultural programs including grand opera and master works of music

all types of popular music

information service for housewives

**KWKH** 50,000 watts • 1130 kc. Shreveport, Louisiana

Represented by Henry I. Christal Co., Inc.

**KTHS** 50,000 watts • 1090 kc. Little Rock, Arkansas

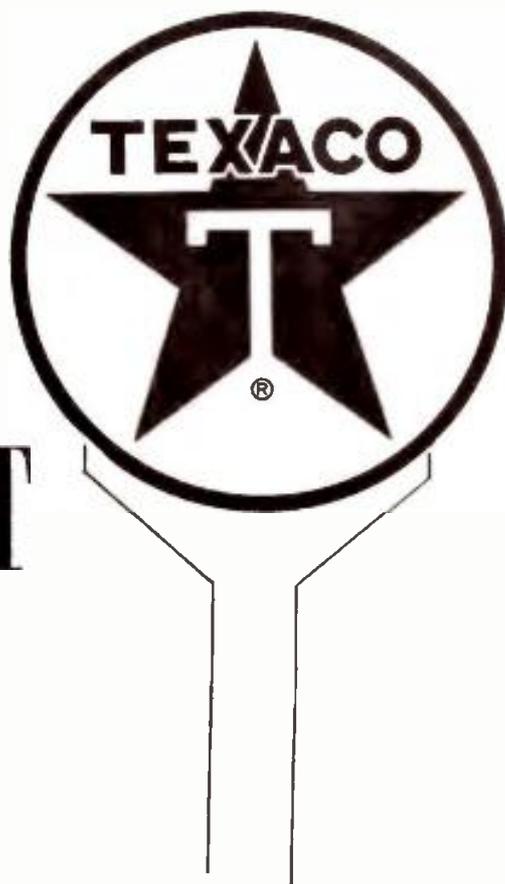


Measure of a Great Radio Station

# KWKH KTHS



# 20 years: A VOICE IN THE PUBLIC INTEREST



Oil company's sponsorship brings  
Metropolitan Opera broadcasts  
to some 12 million listeners

 It has long been axiomatic that oil and water do not mix. Twenty years ago, there would have been few to argue that oil and opera would be any more compatible. Now, however, even the most doubting Thomas will concede that the radio recipe concocted by Texaco and the Metropolitan Opera not only make a musical mixture which wins friends for opera, but also influences customers for oil. It is also an outstanding example of consistent public service sponsorship.

This unusual partnership between one of America's largest oil companies and her most famous opera house began on December 7, 1940, when Texaco took over sponsorship of the Saturday afternoon opera broadcasts. During the two subsequent decades, it is estimated that the firm has expended more than \$10 million to bring opera to the American public. Approximately 12 million persons tune in regularly during the 25-week season, which has just been concluded on 191 stations over the CBS network.

Just what does Texaco expect to get out of these broadcasts? The answer is relatively simple—good will—that leads people to Texaco dealer service stations.

That this is frequently exactly what happens is illustrated by many letters thanking Texaco and testifying to the writers' use of Texaco products. Perhaps the ultimate in listener loyalty was demonstrated by the gentlemen who telegraphed, "Thank you very much for the fine production of the opera today. While I am a stockholder of a major competitor of Texaco, for the month of January I shall buy gasoline from my nearest Texaco station."

Perhaps the most remarkable feature of this romance with the opera is that Texaco exchanges its millions of dollars for less than a minute-and-a-half of commercial time during the whole of each of the three-to-five hour broadcasts.

Such long-term, dedicated devotion to the public service becomes even more impressive in the light of Texaco's easy admission that it possesses no accurate method to pinpoint the precise relationship between opera listening and product purchasing.

The firm and its agency, Cunningham & Walsh, must rely principally on thousands of letters and cards received each season from satisfied opera fans—many of whom take the opportunity to express their loyalty and gratitude to the company which so faithfully



SCENE OF THE broadcasts is the Metropolitan Opera House, which has provided nearly 600 opera programs for the Texaco show, according to host and commentator Milton J. Cross (r.). Mr. Cross



has lent his voice to every one of the Met broadcasts since they began on Christmas Day, 1931. The 25-week broadcast season enjoys an audience of 12 million listeners on 191 CBS radio stations.

brings to America music that was once the private preserve of a comparatively small group of Met patrons.

On a broader scale, Texaco has accomplished far more than improving its own corporate image and sales graph, more than making opera available to confirmed opera lovers. During the last 20 years, Texaco's greatest contribution undoubtedly has been to provide a touchstone for the changing musical tastes of millions of Americans. Interest in opera and good music is definitely on the increase.

### OPERA INTEREST GROWS

No less an authority than Francis Robinson, an assistant manager of the Metropolitan, points out that during the post-war period interest in the opera has increased by leaps and bounds all across the country.

The Met has upped its own New York season from 20 to 25 weeks, and is sold out a major part of that time. Opera companies are springing up throughout the nation. At last count, there were more than 700 operatic producing organizations at work, compared with a handful 15 to 20 years ago. The sale of operatic recordings has also skyrocketed during the same period.

Although there are other contrilanting factors to opera's new-found popularity—such as increased prosperity, improvement in education and better technology in the recording and record-playing industry—there is no question that Texaco's regular

radio broadcasts have sparked much new interest in music that many used to consider "too highbrow."

According to Mr. Robinson, "Texaco's unwavering sponsorship of the opera first introduced it to many persons who had never heard it before, then familiarized them with it and lastly taught them to love it."

Texaco's public service endeavors on behalf of the opera have also extended into the field of fund raising. Through the medium of the Saturday broadcasts, the Met has been able to appeal directly to the public for financial support with very gratifying results. Last year, for example, broadcast appeals resulted in 2,225 five-dollar national memberships in the Metropolitan Guild, and 2,187 one-dollar trial subscriptions to the "Opera News." In addition, Texaco itself has made substantial contributions to the opera for which it is reluctant to take any credit.

Recently, the oil firm made a gift of \$300,000 to aid in constructing the new proposed opera house in New York's Lincoln Center for the performing arts. It is noteworthy that Texaco itself did not release this news, and that the gift was publicized instead by the Lincoln Center.

There is still a third facet to Texaco's public service efforts on behalf of the opera. Not only does the oil concern make available music to delight the listening audience and money to house the in-person audience, but it also undertakes an extension program of education and entertainment designed to enrich the musical experience of Texaco's "radiopera" goers.

Under the skillful direction of producer Geraldine Souvaine, Texaco has developed a series of intermission features that contain a wealth of information about opera in general, and that Saturday's performance in particular.

In order of airing, they are the *Opera News On The Air*, with Boris Goldovsky, Norman Dello Joio and others; Texaco's *Opera Quiz*, with Edward Downes as quizmaster, and Texaco's *Roving Reporter*, with Clifton Fadiman. The announcer is Milton Cross. In addition to his other chores, Mr. Cross gives the story synopses before each act.

This season marks the fifteenth for *Opera News On The Air*, the radio edition of the Metropolitan Opera Guild's magazine, "Opera News." This feature, planned in cooperation with the opera management and the Opera Guild, is designed by Miss Souvaine and her associates to be a "commercial for the opera of the afternoon." The purpose is to interest listeners in the particular opera being broadcast.

According to Miss Souvaine, the programs are intended to "... illuminate opera for the musically uninitiated as well as for the well-informed opera lover. This is difficult whether the opera happens to be an old favorite or a new, unfamiliar work. In the first case, it is hard to find a new idea or angle from which to approach what might be the eighteenth broadcast of *La Boheme*, *Carmen* or *La Traviata*. In the second case, it is a real challenge to interest the public in a work of which they may never have heard."

### MUSICAL EDUCATION

In summing up, Miss Souvaine says that "... there has been no situation comparable to the Texaco intermissions in which musical and operatic information has been provided to such huge numbers of people in terms they could understand, and yet terms that are also authentic by the best yardsticks of scholastic musical education.

"These programs and operatic analyses—sometimes occupying as much as 80 minutes an afternoon—have played a conspicuous part," we feel, "in the development of the warm affection and pride that exists throughout the country for the Metropolitan Opera."

Although Texaco's opera sponsorship has been intended and accepted as an almost pure example of public service since 1940, it would seem that in radio, as elsewhere, virtue is sometimes its own reward.

Witness this typical letter received earlier this year by Texaco from an opera lover in St. Petersburg, Fla.:

"Please add my distant handclap to the general applause for the magnificent performance of *Tristan and Isolde* at the Metropolitan this afternoon. I hope you and CBS realize that in these days there may be many of us who prefer good live music and opera to tv westerns, or even a football game.

"And just to show that it is worthwhile commercially, I shall feel obligated from now on to switch to Texaco as a means of paying my subscription ticket to today's and future Metropolitan broadcasts."

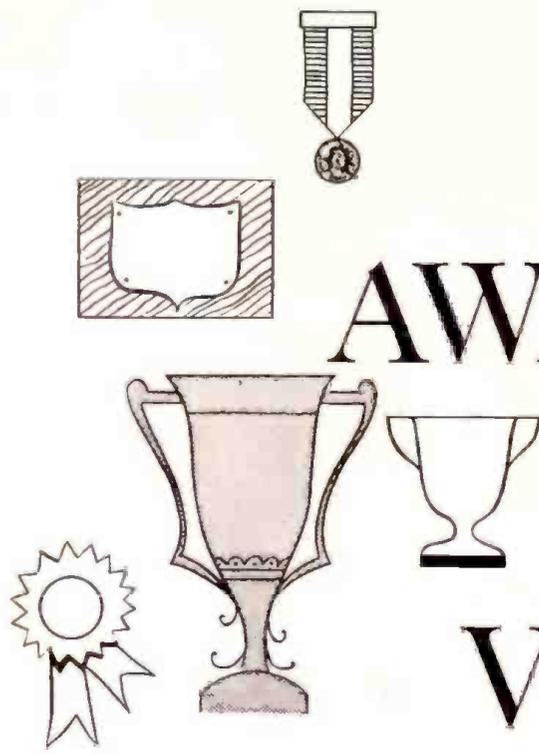
It is perhaps through such letters that Texaco has discovered that enlightened public service may often be the key to substantial profit as well. • • •



*Metropolitan  
Opera*

*Millions of Americans spend Saturday afternoon at the opera through these broadcasts direct from the great stage of the Met. For the second season, Texaco, Inc. has sponsored The Metropolitan Opera on CBS Radio, bringing the brilliance and excitement of opera at its best into more homes than ever before. A network radio program in the public interest ...*

*Only  
on CBS  
Radio*

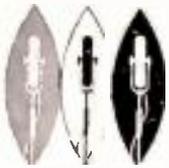


# THE AWARD- WINNING VOICE OF AUTHORITY

IN THE  
PIEDMONT  
CAROLINAS

Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.

 <p><b>WBT</b> CHARLOTTE 50,000 WATTS</p>	<p><b>AWARD-WINNING VOICE of AUTHORITY in the PIEDMONT CAROLINAS</b></p>	<p><b>2,216,600.</b> 2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Atlanta.</p>
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# THE ROAD AHEAD

*Mr. McGannon, president of Westinghouse Broadcasting Co. and outgoing chairman of NAB's Tv Code Review Board, comments on the radio code and the tv code being put under one NAB umbrella.*



DONALD H. MCGANNON

I was indeed impressed by a recent statement of Congressman Emanuel Celler (D-N. Y.), which urged his colleagues in our Congress to remember the accomplishments and positive points of broadcasting when considering legislation to correct some negatives.

This is a fact which I have felt has been lost many times over in the past eight to ten months, in the avalanche of press sensationalism, criticism and scrutinizing comment.

During the past decade of television's rise, radio underwent a complete metamorphosis. Radio assumed the new role of a service medium.

The four thousand radio stations can draw a great deal of satisfaction from the manner in which the news function of radio has been developed, with a phenomenal public reliance upon the medium for this and related services. In the public affairs and public service area, a similarly strong program has been made with features, documentaries and series being introduced all over the country.

In the field of editorialization, perhaps even greater progress has been made in radio than in television.

In the present climate and in the examination of the television-radio relationship, the subject of self-regulation also comes into prominent play. Possibly because the Television Code Review Board has examined with greater delineation and definition the medium of television, it would seem this medium has outstripped radio in the matter of self-regulation.

I think this is partially true, having spent several years as a member of the board and having also enjoyed the experience of operating radio stations in our company. The problem, however, is well in hand, with a committee of the National Association of Broadcasters now in the throes of writing a set of radio standards that will be of sufficient scope and dimension to fulfill the industry responsibility.

I am advised that the NAB anticipates the retaining of a research service to undertake the latter; in so doing, I think it will begin to measure both the problem and its solution.

It would seem logical and also economical in staff and finances to contribute self-regulatory efforts in a single broadcasting entity.

One of the most difficult tasks, the problem of

reaching all of the programming and deciding what constitutes good taste or violates standards of taste and decency, might be in part eased if the managing direction and full-time staffs functioned in both areas.

Needless to say, self-regulation is as important in the field of sound as it is in television. The ability of the medium to forestall and avoid the impingement of further governmental regulation must be predicated upon a set of standards and the necessary enforcement machinery that will contribute meaning and vigor to this effort.

If the television code is used as a model, not only will the resulting radio standards carry the prohibitive and negative conditions, but the radio code will have a positive tone and direction. It will spell out a philosophy that goes far beyond the "doubts" and will set, if you will, a "quality" level of operation.

The opportunities for radio in this field are as great as in television, and the variety of formats is almost unlimited. The word "service" as used in this meaning can be a very practical and fundamental thing. It includes the news and the weather, of course, traffic conditions and community bulletin boards as well as (within our own experience at Westinghouse Broadcasting Co.) a hoard of additional "services."

It would seem that greater use of creative public service programming could and should be made by means of a greater and more uninhibited "cultural exchange" in this area.

Among the WBC stations, we have had a good degree of success, and there are similar groups of stations around the country which have displayed continuing interest in receiving such programming. This "exchange" would do much to ease the staff and budget limitations and to broaden the base of radio's public affairs programming.

Over the past few years, we have had occasion to spend considerable time with a very representative and quite sizable group of broadcasters at the three local public service programming conferences which WBC has sponsored in Boston, Baltimore and Palo Alto. One continuing and impressive reaction has emerged from these meetings on this subject; that is, there is no lack of creativeness or willingness or ability or performance on the part of the American broadcasters in the field of public service. • • •

## Our Service Creed

*Whereas, we are engaged as brokers, representing sellers, buyers, and owners in the broadcasting industry and*

*Whereas, we are keenly aware of our service responsibilities to this broadcasting industry we place on record our Service Creed:*

1. *To handle every transaction as confidentially as if it were our own.*
2. *To serve as a fully qualified counselor on all phases of a transaction, such as; taxes, capital gains or losses, valuation of assets, depreciation and methods of financing.*
3. *To appraise broadcast properties realistically, at a price which such properties would bring on the current market.*
4. *To decline listing any property which does not measure up to our standards of appraisal, as to price, terms, or condition of sale.*
5. *To refrain from ever sending out listings of properties and confidential financial statements to a general mailing list, and to refrain from disclosing any information until we are satisfied that the prospective buyer is qualified.*
6. *To adhere unwaveringly to our procedure of matching individual buyer with individual seller to the end that both parties are fully satisfied with service rendered.*
7. *To conduct every transaction in such a manner as to reflect credit on seller, buyer, the broadcasting industry, and our own Company.*

## Blackburn & Company

INCORPORATED

RADIO - TV - NEWSPAPER BROKERS

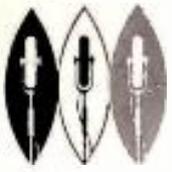
WASHINGTON, D. C.  
James W. Blackburn  
Jack V. Harvey  
Joseph M. Strick  
Washington Building  
Sterling 3-4341

MIDWEST  
H. W. Cassill  
William B. Ryan  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

ATLANTA  
Clifford B. Marshall  
Stanley Whitaker  
Robert M. Balrd  
Healey Building  
JACKSON 5-1576

WEST COAST  
Colln M. Selph  
Callf. Bank Bldg.  
9441 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-2770





# NETWORK'S ROLE IN PUBLIC INTEREST

With the changed face of radio network operations today, the emphasis in programming has switched from entertainment to public interest fare—news, news analysis and commentary, documentaries, exploration of critical social issues.

Because of their national and global facilities, networks are in a position to offer instantaneous coverage of a major news happening anywhere in the world, or an on-the-spot interpretation of key developments. The news resources of any network can draw upon an almost unlimited reserve of talent and facilities.

In the area of news, NBC Radio carries almost 10 hours (595 minutes) a week of *News on the Hour*, plus three hours and 25 minutes a week of other news programs.

CBS Radio airs 13 and a quarter hours of news programming a week.

ABC Radio broadcasts a total of 85 five-minute on-the-hour newscasts a week, plus a total of 88 programs a week that range in length from five minutes to 15 minutes. These, too, are mostly newscasts as well as commentaries and financial reports.

Mutual carries 34 five-minute news programs a day, running twice an hour.

Beyond the scope of news, networks have also become specialists in the techniques of news commentary and documentary.

Just last month, NBC Radio carried its third *Image* series. This one, *Image America*, comprised 24 hours of programming and covered such things as the problems and patterns of family life, urban living, labor unions, big business, government and politics.

The first of the *Image* series was *Image Russia*, broadcast last year, which consisted of 16 hours of programming. Then came *Image Minorities*, 20 hours of programming.

NBC Radio also carries 200 minutes a week of *Emphasis* segments, five minutes of feature commentary.

CBS Radio regularly offers lengthy documentary-type programming that either interprets a timely news event or analyzes a current social issue.

At the end of last month, for example, the network presented a 45-minute program on "The Death Penalty and Caryl Chessman." It examined the social issues which have caused much controversy on three continents.

During 1959, the network programmed many shows

of obvious public interest. There was the *Hidden Revolution* series (sponsored by Nationwide Insurance Co.) and *The Business of Sex*, which achieved national newspaper notice, among others.

In addition, CBS Radio carries non-scheduled news programs covering news events in more lengthy treatment—the American Airlines plane crash in the East River while it was trying to land at LaGuardia airport and President Eisenhower's speech before the National Press Club, for example.

ABC Radio carries one-time special events programming of public interest nature as well as series.

Among the one-time specials the network carried in 1959 were "Pilgrimage to Abraham Lincoln's Tomb," Vice President Richard Nixon speaking before the Los Angeles Press Club and former President Harry Truman's appearance before the Senate Judiciary Committee's subcommittee.

In the way of public interest series, ABC Radio programs about a dozen such segments. Some of these series are *College News Conference*, *Project Tomorrow*, *As We See It* and *Freedom Sings*.

*Project Tomorrow* is produced in cooperation with the Council of National Organizations of the Adult Education Association of the U. S. and is designed to inform the people of the progress of their voluntary organizations in helping accomplish a better life.

Mutual's concept of news stresses actuality and on-the-scene reports. In addition to its twice-an-hour newscasts, the network also programs *The World Today*, a Monday through Friday series 25 minutes in length. The network feels that because of its approach to news and *The World Today* show there is no need to program "special" documentaries.

An example of the way it covers news was the Caryl Chessman proceedings. The network assigned a four-man team. Because of possible legal maneuvers, Mutual assigned one man to the Governor's mansion, one to the chief clerk's office of the State Supreme Court, one to the warden's office at San Quentin and one to view the gas chamber proceedings.

In *The World Today*, Mutual allows itself opportunity to explore and interpret current and topical events of interest. At the end of last year, for example, two *World Today* segments were set aside to present "The Frantic Fifties," a two-part review of the last decade. • • •

“YA GOTTA  
HAVE HEART!”



*That's the kind of radio we pride ourselves on—*

**RADIO WITH “HEART”!**

Each Founders Group Station has captured the elusive heartbeat of *living* radio. Yes, ours is the kind of radio that moves people, *never* pushes them.

When you buy Founders Group Stations you can be sure you're getting responsible radio (*ask our listeners*) . . . and resultful radio (*ask our advertisers*).

It all boils down to this: Many broadcasters *serve* their communities. This is as it should be, but Founders Group Stations go a step further . . . they become *part* of the communities they serve!

## THE FOUNDERS GROUP OF STATIONS

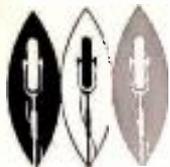
Founders Corp., N. Y. C.

**WFBL** — 5,000 Watts, Syracuse, N. Y.; Henry Wilcox, Gen. Mgr.

**KPOA** — 10,000 Watts, Honolulu, Hawaii; Peter McGovern, Gen. Mgr.

**WSMB** — 5,000 Watts, New Orleans, La.; McLaws Kieffer, Gen. Mgr.

—David Mendelsohn, Pres., Radio Hawaii—



# A DUAL OBLIGATION

*Mr. Lincoln, president of Nationwide Insurance Companies, whose firms sponsored The Hidden Revolution, explains why he thinks public interest programming is the responsibility of both radio and business.*



MURRAY D. LINCOLN

 One of the fundamental principles of the Nationwide Insurance Companies is the idea that *people have within their own hands the tools to fashion their own destiny.* And we look upon radio as one of the implements to advance what is not only an idea—but an ideal.

In our time mankind has made amazing progress in matching the incredible speeds of the world and of sound.

However, the moral progress of man—his social progress—his ability to live together peaceably and in understanding with his fellow men—is not making comparable advances. But we *are* on the way.

There is stirring in the world today a people's revolt against those sowers of fear and famine.

This revolt has come along with knowledge—knowledge that for the first time in history we know how to abolish hunger, want, disease, and scarcity; knowledge that we now know that we have the ability to abolish hunger, want, disease, and scarcity.

Literally, for the first time we have crossed the threshold into the land of plenty.

We have found that with all this plenty, we must *share it to keep it.*

That's where radio can contribute to a peaceful world of plenty.

First, by telling people that it is possible to create abundance for all people everywhere.

Second, by helping people to develop the plans and the organization to spread that abundance world-wide.

Today, perhaps more than at any time since our country began, people need a clearer knowledge of what is going on in the world.

Momentous decisions that may affect the lives of all of us for generations to come are in the making—and people's opinions must be gathered, as well as information given. There is a great and compelling need for fuller, freer communications between people.

We've been asked on several occasions why Nationwide sponsored *The Hidden Revolution* radio series. We were aware, of course, that programs which bear the "public service" label do not ordinarily attract

sponsors. That may be because many of the programs are dull and uninteresting—so they don't attract audiences.

There were several reasons for our sponsorship.

If radio is to be a vehicle for fuller, freer communications between people, we believe that it has an obligation to provide—and the public is entitled to expect—something besides a daily diet of cowboys, comedies and music. Moreover, we believe that business—particularly big business—has an obligation to support programs that try to do more than amuse or entertain.

We hoped *The Hidden Revolution* would help Nationwide realize some of its institutional objectives. Our organization has been experimenting—principally through a policyholders' participation program—in ways and means to strengthen economic democracy. Through the radio series, we hoped to get more of our policyholders interested and involved in the democratic machinery we've set up—and to get more people to become Nationwide policyholders.

We were convinced that *The Hidden Revolution* was a good show and, consequently, had advertising value. We're satisfied that the imaginative techniques and dramatic effects applied by CBS made it entertaining and interesting enough to hold listeners.

In a broader sense, we believe such programs are stimulants that will help awaken people to the fundamental issues of our time—and change the popular mood in this country from one of seeming indifference to public issues to one of responsible, articulate concern.

We at Nationwide hold that an enlightened public is a responsible public—that when the people themselves grasp a problem, the first great step has been taken toward its solution. We believe that every organization—profit and non-profit—ought to do everything possible to alert the American people to the problems and the conflicts of the day.

For if democracy and freedom are to survive—if we are to survive—all of us must learn to be participants in history—and *thinking* participants at that. • • •



# AGENCY STAKE IN PUBLIC INTEREST

The survey of agency executives by NBC Spot Sales shows unmistakably the future of public service fare at agency-advertiser level



It is not easy to arrange with complete balance exactly how advertisers and agencies fit into the living room of public interest programming.

Certainly, it is the medium's obligation—and not the advertiser's—to serve the complete needs of its audience. In broadcast media, this is especially true because a Federal license is involved.

Advertisers, however, do have a stake in public service radio because of parallel interests. If a radio station has achieved a positive service image in a community, is this not what an advertiser would also like to achieve for his company image? If it can be shown that there is a responsive, buying audience listening to public interest radio—albeit the numbers there-

## Question A

Has one of your clients expressed an interest in, or have you recommended to a client, the sponsorship of a radio station public service program?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	93	36	25	28	68	41
No	156	61	59	65	97	58
Don't Know	8	3	6	7	2	1
<b>Total Respondents</b>	<b>257</b>	<b>(100)</b>	<b>90</b>	<b>(100)</b>	<b>167</b>	<b>(100)</b>

## Question B

Do you believe that you would be more inclined to recommend the purchase of a public service program if you were supplied with more qualitative audience information than is presently available to you?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	207	72	76	71	131	72
No	30	10	15	14	15	8
Don't Know	53	18	16	15	37	20
<b>Total Respondents</b>	<b>290</b>	<b>(100)</b>	<b>107</b>	<b>(100)</b>	<b>183</b>	<b>(100)</b>

selves may not be the highest—is this not a fertile field for the advertiser to plough?

From all evidence, Ad Row is extremely interested in the positive developments in public interest programming. The NBC Spot Sales' sixth opinion survey of its timebuyer opinion panel has dealt with this interest. It shows in unmistakable terms that sound, well-planned and promoted public service programming can attract sponsor interest—and bring with it many additional benefits to the station.

For one thing, 65 percent of those responding said they believe it tends to run true that a station that develops a strong public service image also provides greater sales effectiveness for advertisers.

This type of programming can be an effective advertising vehicle in helping to mold a corporate image, in the opinion of 95 percent of the respondents. Also, 64 percent believe it can be effective in helping to promote high cost hard goods, while only 25 percent think it is effective for low cost, high turnover items.

The NBC Spot Sales' questionnaire on public service programming was returned by 292 panelists (out of a total sample of 1,000) working for 225 different advertising agencies or offices in cities across the country. Of the respondents, 37 percent work for agencies with billings in excess of \$1 million, while 63 percent are employed by ad shops whose billings are under \$1 million.

Testifying to the mounting interest in public interest programming by agencies and their clients are these results: 36 percent affirmatively reported that either one of their clients expressed an interest in or they themselves have recommended the sponsorship of a radio station public service program; and 48 percent believe that advertisers will in the coming years be more inclined to sponsor such radio programming.

The parallel interest between station and advertiser is expressed by Arthur Pardoll, associate media director, Foote, Cone & Belding Inc., New York:

"Through diversified public service programming, a station has an excellent opportunity to establish a close identity with the local community. In this way,

the broadcaster can provide a favorable backdrop for the advertiser's message. The image of the station can have an effect upon the reception of this message. Therefore, it behooves stations to put their best foot forward in public service programming."

In the opinion of Donald Leonard, director of media, Fuller & Smith & Ross Inc., New York, radio's role in public interest programming is functional:

"I believe each radio and tv station develops an image—call it 'community character'—and the primary ingredient is public service. Radio, in particular, is not generally lauded for public service because the listener is accustomed to, and expects, radio to do the things that it, of all media, is best equipped to do.

"Notices concerning school closings due to bad weather is a good example. A paradox on this public expectation is the publicity some newspapers have received for simply doing what their editorial pages have always been reserved for: Taking a firm stand on a certain issue.

"As damning as some attacks on broadcast media seem to be, the fact remains that all participate in public service in varying degrees. It would seem that radio, specifically, does this so well without touting the fact that it is being done that the average listener accepts rather than expects."

Also exploring radio's functional role in public service is Sam Vitt, vice president and associate media director, Doherty, Clifford, Steers & Shenfield Inc., New York:

"Public service programming, it seems to me, is just coming of age. Perhaps this maturing will be further stimulated by the recent criticisms of the broadcasting and advertising industries. But it is not really terribly surprising that public service programming is where it is now, nor that it appears headed for a brighter, more productive future.

"In the first place, if one is concerned about public service programming in the broadcast industry, it is probably that either consciously or unconsciously, he is thinking about television. For certainly radio, in reality, today is public service programming to a considerable degree. With its news, time signals,

### Question C

*In general, do you think that over the past few years the quality level of radio public service programming has increased, decreased or remained about the same?*

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Increased	114	40	51	48	63	35
Decreased	87	30	22	21	65	36
The Same	81	28	31	30	50	28
Don't Know	4	2	1	1	3	1
<b>Total Respondents</b>	<b>285</b>	<b>(100)</b>	<b>105</b>	<b>(100)</b>	<b>181</b>	<b>(100)</b>

### Question D

*In your opinion, does it tend to run true that a station that develops a strong public service image also provides greater sales effectiveness for advertisers?*

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	188	65	60	56	128	70
No	54	19	29	27	25	14
No Opinion	47	16	18	17	29	16
<b>Total Respondents</b>	<b>289</b>	<b>(100)</b>	<b>107</b>	<b>(100)</b>	<b>182</b>	<b>(100)</b>

**Question E**

In your opinion, can a public service program be an effective advertising vehicle

(a) to help mold a corporate image?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	276	95	105	98	171	93
No	7	2	1	1	6	3
No Opinion	8	3	1	1	7	4
<b>Total Respondents</b>	<b>291</b>	<b>(100)</b>	<b>107</b>	<b>(100)</b>	<b>184</b>	<b>(100)</b>

(b) to help promote a high-cost hard goods product?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	180	64	77	73	103	59
No	50	18	14	13	36	20
No Opinion	53	18	15	14	38	21
<b>Total Respondents</b>	<b>283</b>	<b>(100)</b>	<b>106</b>	<b>(100)</b>	<b>177</b>	<b>(100)</b>

(c) to help promote a low-cost high turnover product?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	71	25	24	23	47	26
No	139	49	55	51	84	47
No Opinion	75	26	28	26	47	27
<b>Total Respondents</b>	<b>285</b>	<b>(100)</b>	<b>107</b>	<b>(100)</b>	<b>178</b>	<b>(100)</b>

weather reports, traffic analysis, panels, etc., all held together with music, radio has fashioned its survival out of public service programming. . . .<sup>17</sup>

It is generally conceded that the average public service programming venture will not yield the highest total audience, although there are notable exceptions. What are the prospects, then, for selling this programming to agencies?

Of the respondents to the NBC Spot Sales' survey, 72 percent believe they would be more inclined to recommend the purchase of a public service program if they were supplied with more qualitative audience information than is presently available to them.

To support this view, 73 percent said affirmatively that qualitative characteristics of such an audience can offset for an advertiser the lack of mass appeal.

**Question F**

Sometimes controversy is the very heart of a public service program. Do you believe that the exploration of a controversial subject is detrimental to the program's sponsor if both sides of the issue are fairly presented?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	32	11	7	6	25	14
No	231	79	87	81	144	79
Don't Know	28	10	14	13	14	7
<b>Total Respondents</b>	<b>291</b>	<b>(100)</b>	<b>108</b>	<b>(100)</b>	<b>183</b>	<b>(100)</b>

**Question G**

Many people in the industry believe that the type of programming surrounding a commercial has a distinct bearing on the commercial's sales effectiveness. Aside from audience size, do you feel that public service programming is more or less desirable a surrounding than the average commercial programming?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
More desirable	99	35	37	35	62	35
Less desirable	63	22	23	22	40	22
No difference	89	32	30	29	59	33
Don't Know	32	11	15	14	17	10
<b>Total Respondents</b>	<b>283</b>	<b>(100)</b>	<b>105</b>	<b>(100)</b>	<b>178</b>	<b>(100)</b>

A question probing the program atmosphere in which a commercial appears—from the standpoint of over-all sales effectiveness—brought this response: 35 percent state that, aside from audience size, public service programming is more desirable a surrounding than the average commercial programming; 22 percent say less desirable, and 32 percent believe there is no difference.

In purchasing spot availabilities on radio, 60 percent of the respondents to the NBC Spot questionnaire declare they either have or would make such buys adjacent to public service fare.

With Madison Avenue often being accused of timidity, what is the outlook for controversy in such programming? Of the replies, 79 percent do not believe that the exploration of a controversial subject

**Question H**

The responsibility for public service programming lies with the broadcast industry. Do you feel that the heavy users of broadcast time (i.e., major corporations) should share this responsibility by sponsoring some of this programming in the same way they support scholastic awards, research projects, and community health, educational and welfare organizations?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	195	68	70	66	125	70
No	62	22	24	23	38	21
No Opinion	28	10	12	11	16	9
Total Respondents	285 (100)		106 (100)		179 (100)	

**Question I**

Which types of public service programming do you feel would have the greatest audience appeal in evening time? (Please rate the following from 1-9)

*Weighted Ranking	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	Score	Rank	Score	Rank	Score	Rank
Panel Discussion	1018	8	439	6	579	8
Documentary	1833	2	737	2	1096	2
Political	1238	5	478	5	760	4
Cultural	1149	6	416	7	733	6
News Significance	2183	1	817	1	1366	1
Religious	565	9	198	9	367	9
Educational	1046	7	369	8	677	7
Local Problem	1664	3	569	3	1095	3
Scientific	1280	4	529	4	751	5

\*Computed by assigning a weight of "9" for 1st choice, "8" for 2nd choice, "7" for 3rd choice, "6" for 4th choice, "5" for 5th choice, "4" for 6th choice, "3" for 7th choice, "2" for 8th choice and "1" for 9th choice.

is detrimental to the sponsor if both sides of the issue are fairly presented.

As to the quality level of public service fare on radio, 40 percent of the replies state that it has increased over the past few years.

The types of public service programming these agency executives believe would have the greatest appeal in evening time are ranked according to weighted answers as follows: (1) news significance, (2) documentary, (3) local problem, (4) scientific, (5) political, (6) cultural, (7) educational, (8) panel discussion, (9) religious.

Although it is conceded that it is radio's primary responsibility to program in the public interest, many agency executives feel, too, that the responsibility

**Question J**

Have you or would you buy radio spot availabilities adjacent to public service programming?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	171	60	57	54	114	63
No	50	17	19	18	31	17
Don't Know	67	23	30	28	37	20
Total Respondents	288 (100)		106 (100)		182 (100)	

**Question K**

Do you believe that advertisers will, in the coming years, be more inclined to sponsor radio public service programming?

	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	138	48	52	49	86	47
No	49	17	24	23	25	14
Don't Know	101	35	30	28	71	39
Total Respondents	288 (100)		106 (100)		182 (100)	

**Question L**

Admittedly, public service programming appeals to a limited audience. In your opinion, can the qualitative characteristics of this audience offset for an advertiser the lack of mass appeal?

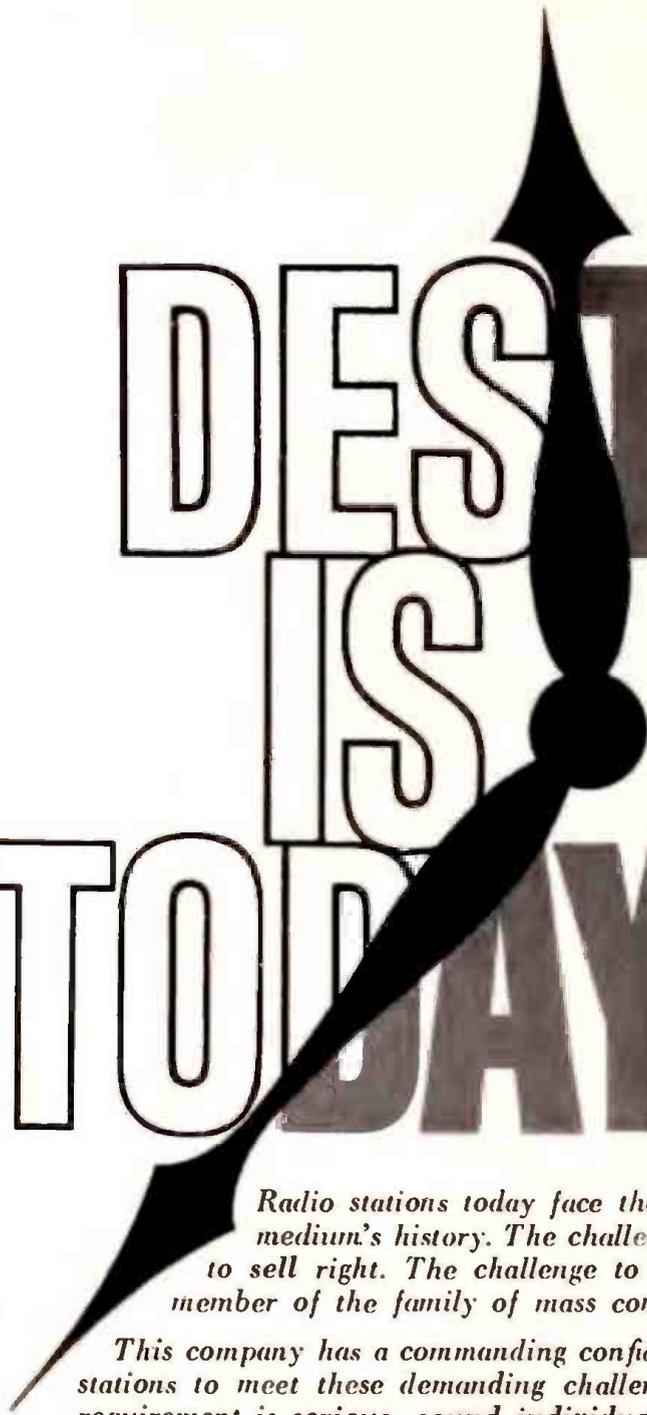
	Billings					
	Total		Over \$1,000,000		Under \$1,000,000	
	#	%	#	%	#	%
Yes	210	73	84	80	126	69
No	44	15	12	11	32	18
No Opinion	33	12	9	9	24	13
Total Respondents	287 (100)		105 (100)		182 (100)	

should be shared by major corporations that are heavy users of broadcast time.

Specifically, 68 percent believe that these heavy users should share the responsibility by sponsoring some of this programming in the same way they support scholastic awards, research projects and community health, educational and welfare organizations.

And Jack Scanlon, media buyer, Benton & Bowles Inc., New York, declares:

"I don't think we should ever underestimate the level of interest of our audience. Certainly, editorial association and 'thinking' interest in a program should provide some additional value to selected types of products." • • •



# DESTINY IS TODAY

*Radio stations today face the most demanding challenges in the medium's history. The challenge to program right. The challenge to sell right. The challenge to keep radio a respectable, respected member of the family of mass communication media.*

*This company has a commanding confidence in the men who manage radio stations to meet these demanding challenges. But the time is now. And the requirement is serious, sound individual activity.*

*Destiny doesn't creep. It gallops. And radio's destiny is today. If you are responsible for the future of a radio station anywhere, we urge you to set firm, right program policies . . . concerning entertainment, news, public service. We urge you to set firm, right selling policies. And we urge you to stick to both of these . . . until your program policies establish your station as an important part of your community . . . until your rate policies are respected among media. But start today.*

**AVERY-KNODEL** National Sales Representatives  
INCORPORATED

NEW YORK

ATLANTA

DALLAS

DETROIT

SAN FRANCISCO

LOS ANGELES

CHICAGO

# question and answers

## THE QUESTION:

### *What Do You Consider Effective Public Service Programming For An Advertiser?*

#### ROBERT DAY ANSWERS:

 Effective public service programming for the advertiser is really the same as that which is most advantageous to the station. It is programming that enhances the station's image and increases its listenership. Isn't this what an advertiser looks for in any kind of programming? The more people that listen to the station—and listen with interest—the greater the likelihood that the commercial message will be heard.

Public service programming, in this respect, is not any different than any other programming. I, for one, however, do not think that the opportunities to build stature by making a station truly informative as well as entertaining have been fully realized, though many stations are moving in the right direction.

To begin with, a programming policy that is sharp, provoking and informative need not be dull, or in any way cut into the entertainment quality of the station. A music and news format, for example, need not be changed in concept to adapt to public service requirements. By simple insertion of informative material in small amounts on an around-the-clock basis, a station can maintain its individual image while materially improving its stature.

Here are a few program suggestions with listener potential that fall into a public service category:

- Exposure of hidden taxes (*Did You Know* series type)
- Calorie counts on common foods and beverages
- Safe driving and courtesy on the road
- Tips on how to save money—good buys on certain types of commodities
- Difference in costs between time purchasing and cash—savings
- Census figures—Rate of growth—Chamber of Commerce reports
- Cost of living—U. S. A. vs. foreign countries (Standard of living, educational differences)
- Good books—best seller lists—libraries.

All of the above information is easily available from



Mr. Day, vice president in charge of radio and tv, Albert Frank-Guenther Law Inc., New York, explains that "... good material in public interest enhances listenership and builds station stature in the community," and makes the station an effective medium for the advertiser.

such sources as dictionaries, safety councils, current periodicals (*Changing Times* magazine and the *Wall Street Journal* are good examples) and the government printing office. Used judiciously within the framework of an entertaining program format, such informative programming can only build loyalty and interest in the station.

#### MORE PUBLIC SERVICE PROGRAMMING

The broadcasting industry has embarked upon a platform of increased "public service" programming. Unfortunately, many stations have taken the path of least resistance—charity mentions or half-hour discussion programs at low listening periods. Coupled with this is a "necessary evil" attitude and approach to public service broadcasts.

Many positive, aggressive stations, on the other hand, continue to prove that good material in the public interest enhances listenership and builds station stature in the community. They, in effect, contribute by their forward-looking public service approach to the image and leadership that make them an effective medium for the advertiser.

(Cont'd on p. 68)



Mr. Gans, president of Joe Gans & Co., New York, believes that stations can develop an audience for public service programs. He says, "Produce them with talent and imagination, schedule them at more acceptable listening hours and you are bound to attract and hold a large, serious-minded adult audience."

**JOE GANS ANSWERS:**

First of all, I believe the term "public service" when used in this context is a misnomer. It does not encompass the broad approach to adult public interest programming that can and should be created for sponsorship. There are certain types of public service programs that generally are aired in compliance with FCC regulations. These justifiably should not be made available to an advertiser. Public interest programming, however, is an entirely different subject.

Despite protestations to the contrary, public interest programming unquestionably is the most neglected category of radio broadcasting today. The reasons for this are many and varied. To a large extent, much of what is being done both network and local is pretty lack-luster and unimaginative.

It does not take too much conversation on this subject to start a burlesque chicken-or-the-egg routine. But which does come first? Should the advertiser put up the money to have the programs created? Or, does the station create the series and try to sell it to an advertiser?

Obviously, much can be said for both sides of the argument. I am inclined to think the station must take the initiative. No agency placing national advertising can concern itself with the intimate activities of all the stations with whom it does business. It is up to the station through its sales representative to keep the agency informed about special programming activities.

And now is the time to get started! We have just gone through the "adequate 50's"—when salesmen did not quite sell—service people did not quite give service—and the quality of too many products left much to be desired. The climate is changing. The public seems no longer willing to accept merely the adequate. That is why 1960 will become the year of the image! To my mind, it represents the perfect opportunity for radio to get at least partially out of the Top 40 rut and into effective adult public interest programming.

For too long radio has sold itself strictly on the prosaic approach of cost-per-thousand and coverage. It has become mechanical. It has lacked the forceful, dynamic, creative approach which, since the ascendancy of television, could give it real substance and quality.

Astute students of the rating services will quickly point out neither public service nor public interest programs ever enjoy high ratings. How can they at 8 a.m. Sunday, or 11:15 p.m. Friday? But produce them with talent and imagination, schedule them at more acceptable listening hours and you are bound to attract and hold a large, serious-minded adult audience—and what's the matter with that?

**LARGE STAKE IN FUTURE**

It seems to me from the advertisers' standpoint effective public interest programming represents a large stake in the future. It combines the ideally coordinated effort geared to sound public relations and advertising. Over the long haul, this will be an unbeatable combination in tomorrow's advertising concepts.

Today, there is a vast thirst for knowledge in America. People are becoming better informed. The rising standard of living—of social consciousness, if you will—highlights the ever-growing demand for more and better products. There is an increasing awareness of everything from books to Bach—from satellite systems to schools systems—from commuter problems to Communist pressures—and from old-age welfare to missile warfare.

These areas of public interest should be aired. It is a job radio can do with brilliant effectiveness, thanks to lower production costs and the flexibility of tape. Our door will always be open for a presentation of effective public interest programming. • • •

**NOW**

One of America's great Public servants . . . and  
the biggest bonus buy in the West  
turns to

**YOUNG R. S.**

Effective May 1, 1960  
Adam Young Inc.  
became exclusive  
national representative for

**KNAK**

Creative radio in

**Salt Lake City**

Let the Youngrepresentative describe in detail KNAK's glowing record of public service . . . of supreme salesmanship . . . of creative programming. And let him show you the famous KNAK *plus*. Buy KNAK at the national published rate, and your schedule is "bonus broadcast" on KVEL, Vernal, Utah; KSUB, Cedar City, Utah; KBLI, Blackfoot, Idaho, without additional cost.



**ADAM YOUNG INC.**

*Representing all that's effective in radio today.*

**NEW YORK**  
3 East 54th St.  
New York 22, N. Y.  
PLaza 1-4848

**ST. LOUIS**  
915 Olive St.  
St. Louis, Mo.  
MAIn 1-5020

**SAN FRANCISCO**  
155 Montgomery St.  
Room 1410  
San Francisco 6, Calif.  
YUkon 6-5366

**ATLANTA**  
1182 W. Peachtree  
Atlanta, Ga.  
TRInity 3-2564

**CHICAGO**  
Prudential Plaza  
Chicago 1, Ill.  
MichIgan 2-6190

**LOS ANGELES**  
6331 Hollywood Blvd.  
Los Angeles 28, Calif.  
HOLlywood 2-2289

**DETROIT**  
2940 Book Bldg.  
Detroit 25, Mich.  
WOODward 3-6919

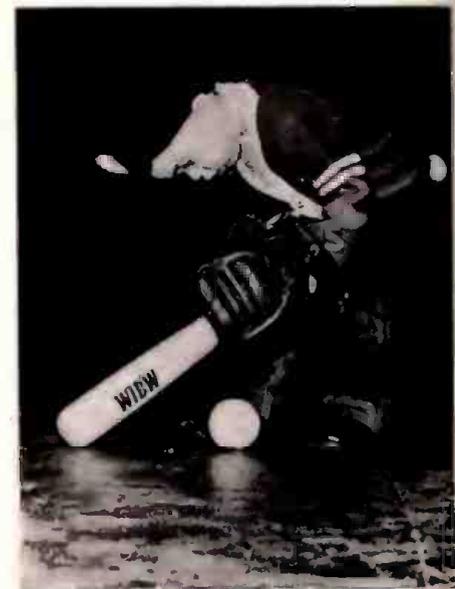
**NEW ORLEANS**  
1205 Saint Charles Ave.  
New Orleans 13, La.  
TUlane 5611



## A Quick Glance At People, Places And Events Around Radio-Land



MUSICAL MEMORIES are revived by Art Ford, WRCA New York, as he salutes the return of *The Glenn Miller Story*. The remote broadcast originated from the lobby of the RKO Palace, where the movie reopened recently. The broadcast was the culmination of a week-long campaign of 60- and 20-second spots for the movie. Carey Moss displays hat box that she carried to advertise movie's return.



ANYONE WHO'S concerned about the future of our national pastime needs just one glance to see how serious our younger generation is about the game. Little Mr. WIBW Topeta will be listening to his station's radio play-by-plays of the Kansas City Athletics' games.



RETURN OF KINI POPO is celebrated, Hawaiian style, at Park Ave. offices of Peters, Griffin and Woodward. Toasting the KGMB Honolulu personality are (l. to r.) rear: Jack Nugent and Jack Fennell, William Esty Co.; Jack Thompson, PGW; and John Scott, Esty. Front: Ted Lebrew and Jim Scanlon, Esty, who helped to celebrate the occasion.



GOLDEN GIRL Addie Darling promotes the golden sound of WFBM-FM Indianapolis at the Indianapolis Gift and Hobby Show. Shirl Evans, station manager, watches booth visitors sign up for fm drawing.

BALABAN STATIONS



ON VIEW at NAB convention was an IBM automatic operations, traffic availability and invoicing center used at Balaban stations. Managing director John Box Jr. (l.) shows the center to Harold Krelstein, president of the Plough Broadcasting Corporation.



REPORTER AT WORK records sounds at "interview" with the cable along which famous San Francisco cars run. Dick McHarg, KGO producer, replayed a variety of secret sounds for listeners to identify. Those who guessed the secret sound won transistor radios.

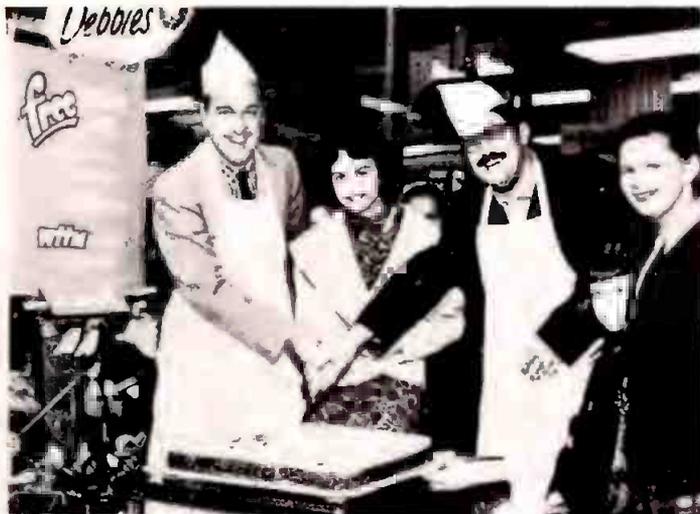
MANY HAPPY RETURNS..



37 YEARS PROUD is WOW Omaha, represented by Frank P. Fogarty (l.), v.p. of Meredith WOW Inc. He looks on as Omaha's Mayor John Rosenblatt cuts the cake and offers congratulations on the happy occasion.



IT TAKES THREE to blow out all the candles on the cake to celebrate the 35th birthday of WOWO Fort Wayne. Jennifer Brokaw had help of station manager Ed Wallis and Paul Burns, mayor of Fort Wayne, as models watch, dressed in fashions of the Twenties.



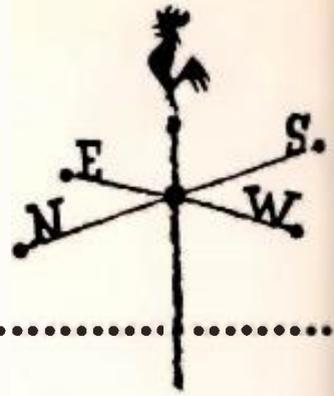
GUESTS LOOK ON as program director Tom Durand (l.) cuts 18th birthday cake with Ron Polao, WTTM Trenton, N. J. personality, and Jeanne Scarantino, the only baby born in the area on the day the station first began its broadcasts in the Delaware Valley.

BIRTHDAY CAKE No. 12 for WANE Fort Wayne was sold to listeners at reduced prices in retail outlets in the city. Nancy Cowan here puts the frosting on one of the cakes specially baked for the anniversary.



## hometown USA

- Commercial Clinic
- Station Log
- BPA Memo  
(Local Promotion)
- Radio Registers



# Radio's Problems And Prospects

A review of the radio highlights  
at last month's 38th annual NAB meeting



Two of the convention dignitaries who got together behind the scenes are Secretary of State Christian A. Herter (l.) and Clair R. McCollough, pres. and gen. mgr. of the Steinman Stations, Lancaster, Pa., 1960 Distinguished Service Award holder.

Alter approximately 40 years of operation, radio is experiencing growing pains. Much more like a neophyte enterprise, radio is buoyed by the enthusiasm of its prospects, yet held down by the realism of the problems that beset it.

This was the image of radio reflected at NAB's 38th annual convention in Chicago.

"The golden age of radio is now," says Mitch Miller of Columbia Records as he observes radio's climb back to the heights. "It is a first class entertainment medium," he asserts.

In another way, the youthful enthusiasm of radio can be seen in the unquestionable vitality of fm. The quickest way this can be proved is to try and acquire an fm station—almost all channels in major markets have been spoken for and the asking price on existing stations is dear.

But what of the problems of today? Radio Advertising Bureau's Kevin Sweeney calls attention to the

fact that radio's rate of business growth in 1959 lagged behind that of any other major ad medium. This, despite overwhelming evidence that radio has grown in almost every other way—in set sales, in listeners, in imaginative uses of the medium.

Another pressing problem that reveals radio's new growing pains is the threat of regulation from the outside, making it mandatory that stations adhere strictly to the newly-strengthened Standards of Good Practice.

**Trade Practices**

In receiving the 1960 Distinguished Service Award Clair McCollough, president and general manager, Steinman Stations, Lancaster, Pa., went on the offensive against certain practices he thought should be eliminated for the future and present health of the industry:

"In far too many instances within our own industry, the pursuit of stability and reasonable prosperity has taken on the character of guerilla warfare, rather than hard-hitting constructive competition.

"We have moved from the enervating period of rate cutting to the far more danegrous situation where some radio stations do not have established rates. . . .

"Are we, in truth, such poor businessmen that we do not know how to price our product and stay with the decision?

"Among the fundamental, underlying ills of broadcasting are rate manipulations, trade deals, downgrading the competition in our own media and kindred activities," Mr. McCollough stated.

"All of us should take inventory of our business practices. Do we have a profit and loss statement for the listeners and viewers we serve as well as for our auditors?

"Are we selling a valuable service—or are we bartering it?"

"Are we selling a valuable service—or are we auctioning it?"

"It is time for intensive self-inspection.

"If such self-inspection, accompanied by thoughtful and determined action, is undertaken by individual broadcasters, then we may attain more surely the stability of business practice that underlies the whole process of sound free enterprise."

Robert Pratt, KGGF Coffeyville, Kan., and chairman of the NAB Public Relations Committee, outlined the importance of stations building a strong local image in their community. How can they do it? He cited the many materials that NAB makes available to stations and some that are in the works now. He said the NAB gets 125 to 150 requests a week for radio information.

Mr. Pratt mentioned the speeches, speaker's guide, jingles, film and a primer on radio, "Radio U.S.A.," which NAB offers stations to help them build a responsible and responsive public image locally.

In a related theme, a special panel on promotion focused on the importance of a station finding the image it wants to present and communicating it to the public. The panel was composed of Janet Byers, KYW Cleveland; Charles Wilson, WGN Chicago; James Bowermaster, WMT Cedar Rapids, Ia., and John Kelly, Storer Broadcasting Co., Miami.

The convention paid final tribute to the late Harold E. Fellows, president and chairman of the board of NAB. Dr. Frank Stanton, president of CBS Inc., made this comment:

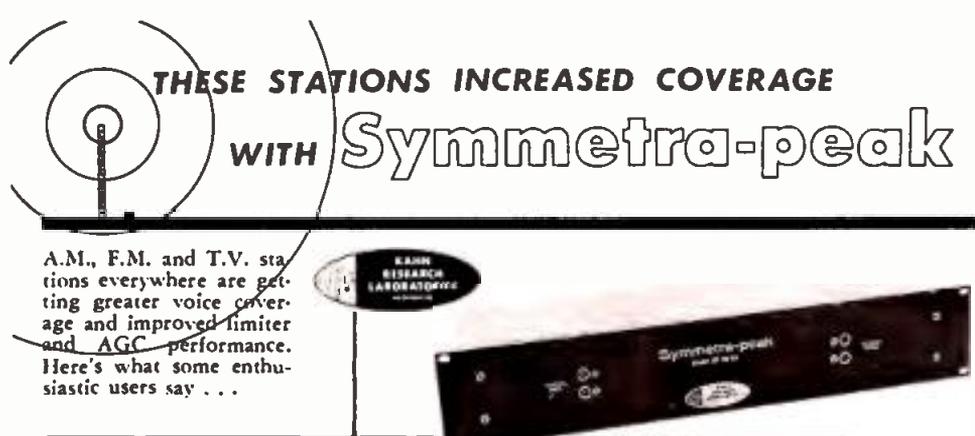
"He was a tireless worker for unity. This was epitomized by his success in changing NARTB back to the NAB. He knew that broadcasting was a single force and should not waste its strength on internal conflicts. . . .

"Broadcasting never had a more effective, more respected or more diligent ambassador. . . .

". . . To me he was a man who believed deeply in the strength and enormous potential of broadcasting as a service to the people—who knew that this potential could be

(Cont'd on p. 74)

**THESE STATIONS INCREASED COVERAGE**  
**WITH Symmetra-peak**



A.M., F.M. and T.V. stations everywhere are getting greater voice coverage and improved limiter and AGC performance. Here's what some enthusiastic users say . . .

"after seeing and hearing this unit at WERE, Cleveland, we would like one as soon as possible" - WADC, Akron.

"We have recommended its (Symmetra-peak) use at all Westinghouse stations" - WIND, Chicago.

"with the use of Symmetra-peak, we find constant modulation regardless whether it is speech or music. We are very pleased" - WCLS, Columbus, Ga.

"We have completed our series of tests on your Model SP58-1A Symmetra-peak. . . we wish to thank you for making available a device of merit to AM broadcasting stations" - KVOO, Tulsa.

PRICE: \$295.00 F.O.B. Freeport, N.Y.  
Write for User Comments and Illustrated Brochure

**Another First by the Developers of CSSB and Full Range AM STEREO**

**KAHN RESEARCH LABORATORIES, Inc.**  
81 South Bergen Place, Freeport, New York, FReeport 9-8800  
World Wide Suppliers of Modern Communications Systems

**— KREX —**  
Grand Junction, Colorado  
*Where Public Service has been a tradition since 1926*

**CBS** Rex Howell,  
Pres. and Gen. Mgr.  
Rep: Hal Holman



realized only in an atmosphere of self-discipline and freedom—and who translated those twin beliefs into a unified philosophy which underlay his every word and his every action."

The above views summarize the radio essentials that came to light in last month's 38th annual convention of the National Association of Broadcasters. From NAB's point of view it was a most successful meet-

ing. Attendance and interest was at an all-time high with delegates numbering 2,810. The following is an analysis of some of the major radio highlights.

### RAB and Radio's 'Enemies'

In a dramatic presentation that called attention to the strengths and weaknesses of radio's competition, the Radio Advertising Bureau also declared that it learned more about

selling radio in the past year than at any other time in its history.

Kevin B. Sweeney, president, stated that the bureau now prepares specific proposals tailor-made to client needs. In fact, he pointed out, RAB may even do original research for a company and then show how radio can solve the sales or marketing problem.

Joining Mr. Sweeney on the rostrum were Miles David, vice president-promotion; Warren Boorum, vice president-member service, and Robert Alter, manager-sales administration.

Among the outstanding weaknesses of radio's major competitors, these were cited: Tv—40 percent of families are light viewers, summer-time audiences go down and there are many expensive sales failures; newspapers—have not kept pace with market growth, poor newspaper coverage of suburbs; magazines—need to cut prices to boost circulation, relatively small amount of time spent with magazines compared with time devoted to other media.

Here are the strengths of other media that were cited: Tv—huge evening circulation, widely discussed show business medium; newspapers—color, retailer acceptance, tangible dealer listings and coupons; magazines—new regional editions, editorial vitality.

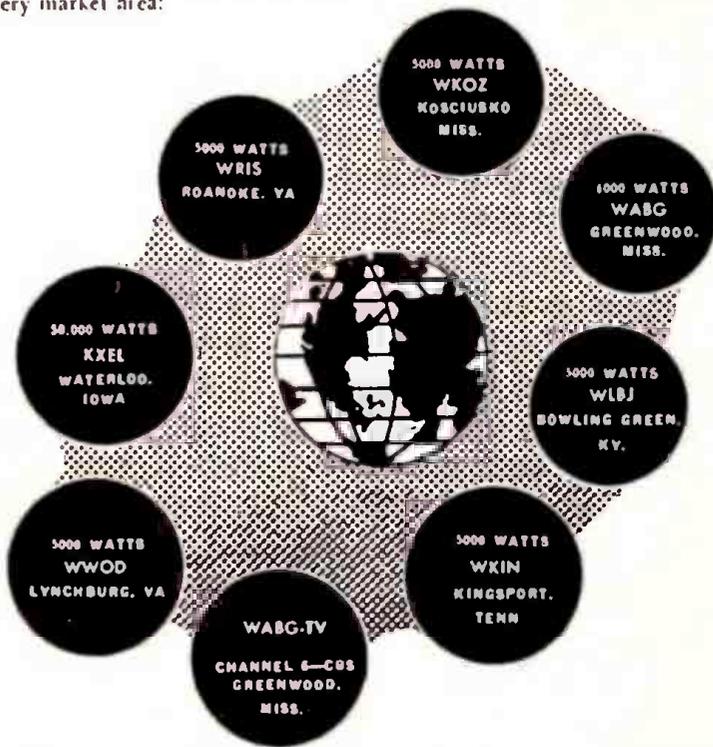
### 'Ourselves'

Under the title of the presentation, "The Nature of the Enemy," Mr. Sweeney told the radio broadcasters that "ourselves" could be included as one of the enemies because of the continuing "civil war."

He suggested a five-point pledge for station management, in order to lift radio billings above its 3.7 percent share of total national expenditures and its 8.9 percent slice of local ad money: "(1) During the month of May (National Radio Month), I will not stab other radio stations at any time in any way. (2) I will use my facilities at least 20 times a day for the next three months beginning this week to improve radio's image and acceptance. (3) I will develop my story *versus* newspapers and my story *versus* television and insist that my salesmen use them at least once a day for the next year. (4) I will

## In orbit for **SERVICE**

As modern as satellites, and as old fashioned as buggy whips—the sound formula of service plus a sincere desire to satisfy. These and other reasons have made the Bahakel Broadcasting Stations rocket to the top in nearly every market area:



Your campaign will climb to the stars when your selection includes the Bahakel Broadcasting Stations. Let us orbit for you, and prove that service is what built our stations.



## Cy N. Bahakel Broadcasting Stations

Executive Office: Post Office Box 1036, Roanoke, Virginia

The stations that **SERVICE** built

each week attempt to do something to enlarge the audience of my radio station either by better programming, by dramatic promotion, or by both. (5) I will recognize that my backbone is what makes my station strong."

In analyzing the competitive weaknesses of magazines, Mr. David said that over 60 percent of the subscriptions sold in a recent six-month period by eight leading magazines were on a bargain-price basis. He cited research that showed that only 6 percent of time spent with major media are spent with magazines, compared with 32 percent for radio.

Mr. Botton, in outlining the weaknesses of newspapers, said they have failed to grow with the growth of the population. In Philadelphia, for example, the number of households grew 16.6 percent between 1953 and 1959, he said, while newspaper circulation grew only two percent in the same period. He predicted that low profits and high newspaper costs will spell the end of between 40 and 50 dailies this year.

#### Tv Ratings

One of the problems that belongs to television, explained by Mr. Alter, is the leveling off of the growth trend, based on the average January evening rating this year compared with last year. He also said that daytime tv does not deliver a mass audience.

Mr. Sweeney revealed how RAB found it was necessary to do much of the preliminary work in order to get advertising going in radio—"not because advertisers lack the conviction that they should buy radio, but because they don't know how to go about it."

The RAB president stated that the bureau recently sold \$450,000 worth of radio to a regional coffee advertiser for whom it did some basic marketing research linked with radio values.

#### Standards of Good Practice

One of the most pressing problems that faces the radio business today is the threat of government-regulation, linked with broadcaster apathy, according to Cliff Gill, KEZY Anaheim, Calif., and chairman of the NAB Standards of Good Practice Committee. He stated flatly, "Either we as a broadcasting industry proceed to regulate ourselves, or the government will do it for us."

#### FCC Concern

Mr. Gill summarized conversations with FCC commissioners and their concern over the industry's ability to regulate itself. He con-

(Cont'd on p. 76)



Cliff Gill, KEZY Anaheim, Calif., chairman of NAB Standards of Good Practice Committee, said "self-regulation must be made to work."

## Listeners who BUY tune to WGY

**WGY "Personality Programming" Matches Message To Audience Resulting In Greater Sales For You**

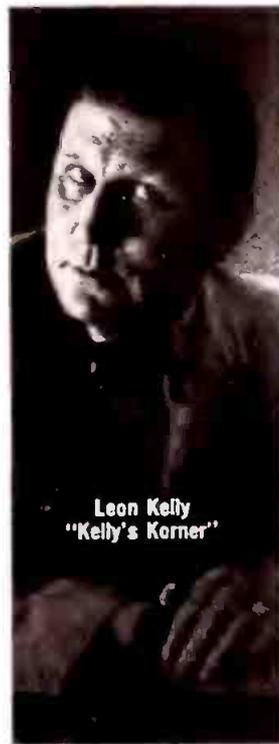


Joe Roulier  
"Joe's Show"

Class or mass—your message gets to the audience you want because of WGY's personality programming. Joe Roulier, for instance, with his blend of show tunes, standards, informal patter and news briefs, serves a most listenable menu to his daytime audiences. Then with Leon Kelly, you have the dinner-time companion to thousands. His tightly woven web of semi-classical and standard tunes, off-beat stories and poems has captured and keeps the mature, able-to-buy listener tuned to WGY. In between, WGY staff specialists in news, sports, weather, home and farm fare make your message known and acted upon by mass or special audiences in this area. Contact Henry I. Christal Co. or WGY, Schenectady, N. Y. 982-16.A



Serving Northeastern New York and Western New England



Leon Kelly  
"Kelly's Korner"

50,000 Watts • NBC Affiliate • 810 Kilocycles  
**A GENERAL ELECTRIC STATION**

**PUT EAST TEXAS  
IN THE PALM OF  
YOUR HAND!**

**KLUE  
LONGVIEW**

**KMHT  
MARSHALL**

CALL  
H. A. BRIDGE, JR.

•The BIG K Stations•

*"The industry at large is persuaded that self-regulation must be made to work."*

cluded that "self-regulation *must* be made to work."

In view of the seriousness of the situation, NAB's radio board has ratified the committee's proposals to strengthen the standards. In the first place, the standards are now open to all radio stations. Secondly, additional personnel will be hired by NAB to work on the regulatory program. Arrangements are also being completed to have a research firm monitor stations on a spot check basis and in special cases where there are complaints.

The annual fee for participation, set by the board, is 10 times a station's highest one-minute rate, with a maximum of \$360 per station. NAB members will receive a discount of 10 percent, or six times

their one-minute rate with a maximum of \$216.

Mr. Gill stated that in view of the new face put on the standards, he believes there are indications the FCC may add a question to the license renewal form asking whether a station subscribes to the self-regulation code. He also believes that within a year the FCC will ask for a list of stations who are subscribing to the code.

#### Show Response

Mr. Gill recalled that at first stations were slow in responding to the original self-regulation proposal.

"By January 1959, 611 stations had signed. By mid-December 1959, the number had crept up to 683. This despite the fact that the importance of participation was one of the main topics of the 1959 fall conferences. Then came the avalanche. By the time I was called to Washington to testify before the commission—that was January 25 of this year—the number of subscribers had skyrocketed to more than 1,200. However, this still accounted for only 60 percent of our membership.

The chairman of the NAB committee related part of his testimony to the FCC:

"It is my personal conviction, and that of the other members of the Standards of Good Practice Committee, and of the radio board of the NAB, that the industry at large is persuaded that self-regulation *must* be made to work. We believe that we can be entrusted to carry through the program which I have outlined to the satisfaction of our severest critics, and to the full approval of American radio."

Members of the committee are: Frank Gaither, WSB Atlanta; Cecil Woodland, WEJL Scranton, Pa.; George Volger, KWPC Muscatine, Ia.; James Howe, WIRA Fort Pierce, Fla.; William McGrath, WHDH Boston; Jay Wagner, WLEC Sandusky, O.

#### Fm Vitality

"The best buck we spend on advertising" was the way Bob White, sales manager of Chicago's Nelson Chevrolet, described his use of fm.

Using 168 spots a week on WCLM-FM, Mr. Nelson stated that "We know we sell three to five autos a week on fm." His firm has had a chance to compare the results of fm with other media, such as newspapers and tv.

This example typifies the kind of sales promotion session the National Association of Fm Broadcasters held during its part of Fm Day. The annual broadcaster convention proved to be a boon for the NAFMB. Its membership rose 48 percent, to about 150 stations.

Fred Rabell, KFTT San Diego and NAFMB president, recalled that when the association started last September, it had only 28 members. Mr. Rabell also stressed that it is his personal wish that any differences between the NAFMB and RAB can be solved to mutual advantage.

The theme of the NAFMB session dealt with concrete examples of how "successful" fm stations do

(Cont'd on p. 78)

# Articles Of Major Interest

## Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:

- **Will the Cash Register Ring for FM?**  
(including equipment style guide for FM)
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints

U.S. RADIO

50 West 57th Street, NYC 19.

For future articles that really "dig" into the depths of sound radio advertising . . . be sure you see each monthly issue of U.S. RADIO.

**Enter Your  
Subscription**

**Today**

**\$3 For 1 Year**

**\$5 For 2 Years**

**U.S. RADIO**

50 West 57th Street  
New York 19, N. Y.

SUBSCRIPTION

Please see that I receive **U.S. RADIO**

1 YEAR \$3  2 YEARS \$5

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Type of Business \_\_\_\_\_

Company or

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

PLEASE BILL

PAYMENT ENCLOSED

it—their programming and sales approaches.

If the session demonstrated one thing, it is that successful fm has a variety of approaches—even instrumental rock 'n roll.

Here is a review of the policies of the fm stations that presented their story:

### Daytime, Too

James Corry, KFMK Houston, Tex.—“The Houston market has over a million people in it. . . . We have a penetration figure of over 30 percent. We program all pop music . . . adult popular music . . . albums on the *Billboard* top 100 list. We program instrumentals and vocals. We do not do rock 'n roll or bebop.

“Our announcements are no closer than 10 minutes, usually 15. . . . Of course, the largest part of our business is local. (Through a questionnaire survey) we found a great deal of listening during the daytime hours and this confounded the timebuyers because they are convinced at the moment most of the listening is at night. The listening was particularly heavy between 7 and 9 a.m. It confirmed the fact that 44.1 percent (of our listeners) do not watch tv ordinarily.”

Frank Knorr, WPKM Tampa, Fla.—“We have received quite a bit of comment in the past year from reputable people around town that we have built a teenage audience and are teaching them good music in that we are playing instrumental rock and roll during the late afternoon mixed with good music and the kids are beginning to like it

PUT EAST TEXAS  
IN THE PALM OF  
YOUR HAND!

KLUE  
LONGVIEW

CALL  
H. A. BRIDGE, JR.

KMHT  
MARSHALL

•The BIG K Stations•



The Chinese gong was a feature attraction of the NAFMB program. Fred Rabell (standing), KITT San Diego and president of the fm sales promotion organization, used the gong to control speakers and lengthy questions from the floor.

(Our station) is air in sound. We have weather jingles, station promo jingles. . . . We have been successful selling both programming and spot time. At the present time, our ratio is about 50-50. . . . Sales-wise we are in the black.”

Merrill Lindsay, WSOY-FM Decatur, Ill.—“The future that we see in fm is a continuation of what we are doing now. We are in a market that is growing. We have fm penetration—well, we have quit worrying about it now. The listeners are there. The sets are there. We think that the programming we are using of music and sports as a format for fm is one that is going to attract listeners increasingly.

“We duplicate station breaks 100 percent of the time. Every national and local spot advertiser is duplicated on air and the two fm transmitters. We have common rates. We get them all in by that rate.”

Harold Tanner, WLDM Detroit—“There is one thing we have done that I would like to pass on to you—and that is research. You know you have audiences, you know the pulse of your station. . . . Get some good research. . . . Last July we retained Market Opinion Research in De-

troit, an old reputable company . . . used by most of the agencies and newspapers in the area and we had them conduct a qualitative analysis of the fm audience. We remained completely anonymous. . . . In September, we retained Dr. Merrill, head of the research department at Michigan University for a penetration study. Again we remained out of it completely. We had this made on fm generally so that every station as well as ourselves could profit by it.

“It costs a lot of money to do these things, but it has given us something that we can take in to agencies. . . .”

Arthur Crawford Jr., KCBH Beverly Hills, Calif.—“We are primarily a concert music station, the definition of concert including even the good folk music. . . . Our advertisers are practically all national or big regional advertisers. . . . We in the beginning purposely set up our format with very few commercials and very high type music because we felt that we were after a type of advertiser who would appreciate this and be willing to pay for it. As an example, we have Japan Air Lines. It is currently paying \$65 an hour and getting two spots, which is a

considerable price per commercial. . . . Remember the agencies depend strictly on 15 percent and 15 percent of a dollar is only 15 cents, whereas 15 percent of \$10 is \$1.50."

Jack Katz, KQAL Omaha, Neb.— "We went on the air April 19, 1959. . . . We began with six hours of programming every evening. In June 1959 we expanded to 12 hours. In August 1959 we went to 18½ hours. . . . We are 72 percent classical music. . . .

"As far as sales, we have 27 accounts currently on the air. . . . One is the Blackstone Hotel. . . . The gentleman who runs the hotel is a very difficult man to sell. He wanted a proof of performance type of story and he bought a monthly schedule, two spots a day. . . . In the first two weeks . . . he had 300 responses. This is more, according to his own experiences, than he had experienced from tv or newspaper advertising. . . . He is now on the station on a yearly basis."

### Putting Minds In Reverse

George Partridge, WLVL Louisville, Ky.— "This problem of selling fm broadcasting may require putting some minds into reverse. . . . We put the whole problem back on the drafting boards and redesigned it. . . . We came up with a formula that we call 'The Four P's to Profit.' . . . The first P stands for price. . . . This being an era of discounts and packages and everything, we included several attractive plans to stimulate contract signing before WLVL went on the air. We went after charter sponsors. . . . We gave a 50 percent discount on whatever they bought. . . . This suggested naturally a longer term of contract (and) also helped convert spot buyers into users of program time of 30 or 60 minutes—we sell no 15-minute periods. . . . The second P is programming. We program 35 percent classical, 35 percent semi-classical and 25 percent popular music. . . . The third P stands for presentation—'pitch' if you will. . . . In most cases we try to get an appointment by telephone. Whether

it's an agency, a prospect we know or a total stranger, (we use) the telephone pitch. . . . The fourth P is persistence."

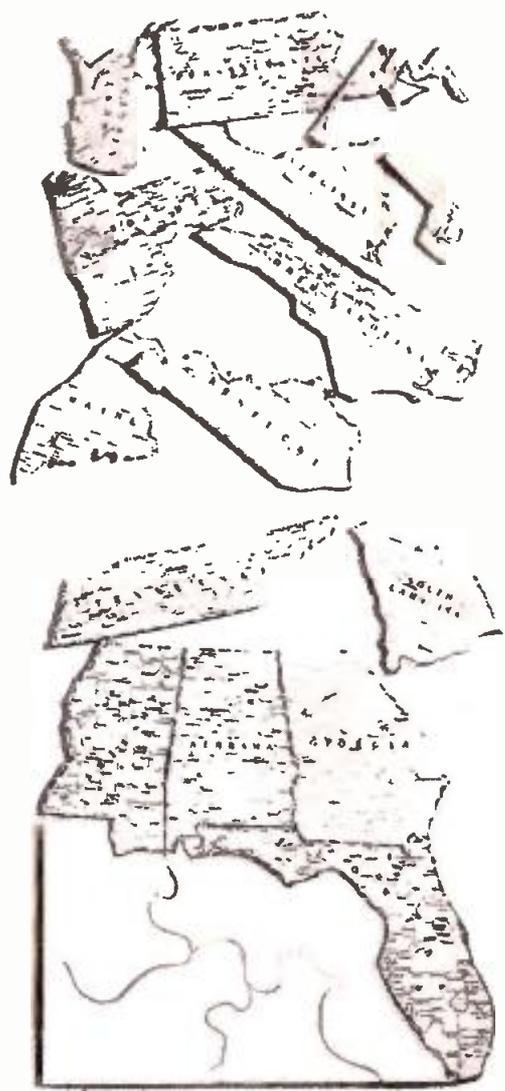
Dorothy Rabell, KITT San Diego — "We limit ourselves to a commercial every 10 minutes, but each commercial is preceded by a vocal. . . . Now with due apologies to the classical music people, we have never been able to sell ourselves that just because fm is here, the entire American public has changed. So we program what we call middle-of-the-road. You might call it a mass of a minority. . . . Now once it is possible to establish that you have a majority of a given audience, no matter how small the total group, you have something to sell if you can find the right customer."

### Research Suggestion

Mitchell Hastings, Concert Network, Boston—"One of the problems is to get . . . research done at a minimum expense. A suggestion that we have used recently is to go to Massachusetts Institute of Technology which has a vast system of IBM machines and computers. We sent out a questionnaire to 15,000 of our listeners . . . we got back 2,500 of these and there they sat in a basket. Who was going to analyze these and what were we going to do? An M.I.T. student took the questionnaires and analyzed the returns."

### Fortunate Newcomers

Jack Kiefer, KMLA Los Angeles — "Those operators who are comparatively new to this fm business, and who are contemplating indulging in functional operation on a multiplex basis, are very fortunate in that they can proceed from scratch with the headaches of conversion. You can also build your image on your main channel on a progressive basis without the necessity of altering it to accommodate an interim situation. Your future lies in main channel broadcasting of an intelligent nature. . . . In it lies the reward of conscientious effort." • • •



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## The Hidden Revolution

Few programs in radio history have attempted a bigger subject: the present situation of America and its people. Few have been more honored. A Peabody Award, among others, was given in recognition of "the superb way in which CBS met the challenge." The Hidden Revolution has been sponsored again in 1960 by Nationwide Insurance Co. A network radio program in the public interest...

Only  
On CBS  
Radio

# commercial clinic



## Fun is a Family Affair in Charms Candy Commercials

Taking its cue from the soap operas, Needham & Grohmann Inc., New York, agency for Charms candy, has come up with a series of radio commercials designed to show that eating Charms can be fun for the whole family.

The campaign has now been running for more than a year. Howard Heinsius, vice president and account executive of the agency, says that in 1959, the first year of the campaign, sales of Charms were up 15.2 percent. And for the first quarter of this year, sales have shown a 20 percent increase over the same period in 1959.

Like the soap operas, the one-minute commercials tell a story. Like them, too, the stories are based on the everyday activities of family life.

"We wanted to create a story that listeners would look forward to hearing," says John Keil, vice president and copy director of the agency. "We felt that a family situation which lends itself to carefree humor would enable us to exploit both the adult and juvenile markets, and would project a happy, family-like image of the Charms name.

The first two characters to be developed were the father and son, Mr. Keil explains. "Much thought was given to their names, which had to convey the warmth and closeness of

a family relationship. We finally decided on Pop and Boomer. No family is complete without a mother, however, so we've now added Florence to make it a happy threesome.

"The commercials are based on repetitive classic situations involving some kind of daily family activity. One of the most effective of the 60-second spots shows how the family situation is exploited:"

(SOUND: Supermarket Noise in Background)

POP: (muttering) Ah—I wish Florence would do this Saturday morning shopping. I never can find anything—eggs.

BOY: Pop—hay, Pop! How about the Charms Candy.

POP: (preoccupied)—eggs . . . where the heck are the eggs . . .

BOY: Right in front of you,

POP: I'd like a Charm right now.

POP: Ah, thanks . . . (still to himself) butter . . . butter . . . where do they hide the butter.

BOY: I'll help you find it, Pop. Look, here's a six pack of raspberry Charms. Let's have one.

POP: Now . . . cheese ahgg where's the cheese.

BOY: Next to the butter Pop. Good old lime Charms, Pop. How about some good old lime Charms?

POP: Well, that's about it. C'mon, Dishcloth, let's go.

BOY: (dismay) But what about the Charms?

POP: Ah, Boomer, my boy, Charms are the one thing I can find. Look—I loaded up on Charms the first thing.

BOY: (admonishingly) Pop!

"We are now running the fourth series since the campaign started," Mr. Heinsius says. "During that time we've built up the identity of our characters with Charms, while exploiting a variety of activities, such as a drive in the car, a study of the family photograph album and a trip to the zoo. The basic theme—family fun in a happy home—has remained the same. However, there have been some modifications."

"When we began the series," Mr. Keil says, "we capitalized on the device of calling Boomer by lovable pet names. He was referred to at times as 'Stovepipe,' 'Gas Pump,' 'Wash Cloth' and many others. However, after a while we felt that the device began to overshadow the product. Instead of saying, 'Here comes the Charms commercial with Stovepipe,' we were afraid they were saying, 'Here comes the Stovepipe commercial,' period. So we've cut down on the nicknames to put the message in its proper perspective."

"Also," Mr. Keil says, "we've just added music. The Charms candy commercials now have a complete 32-bar song with a theme to fit into the enjoyable over-all family concept. In a sense, it's an attention getter, since we do hope that listeners will stop, hear and remember the music.

"Following the original concept, however, we have created music to entertain, not to irritate the listener. The new musical theme has six variations that fit into a number of copy situations.

"The song and music will come in over and under the prose copy, which will still be delivered by Pop, Boomer and family. While the musical addition is an integral part of our new spring series, our basic method is the same." • • •

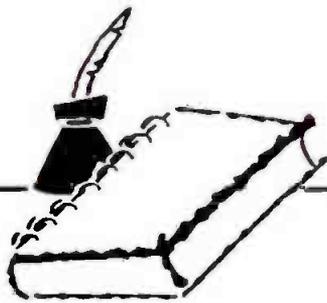
**PUT EAST TEXAS  
IN THE PALM OF  
YOUR HAND!**

**KLUE  
LONGVIEW  
KMHT  
MARSHALL**

CALL  
H. A. BRIDGE, JR.

**• The BIG K Stations •**

# station log



### ► News:

In recognition of the responsibilities inherent in 4-H activities, KWTO Springfield, Mo. turned over its "Yawn Patrol" to 14 teenage 4-H'ers from Greene County. The special program was held in honor of National 4-H Club Week.

With the station's farm director standing by, the farm group handled everything in the 5 a.m. to 7:30 a.m. show. The 4-H'ers reported the news, interviewed guests, handled recordings and announced commercials. Feature material in the show included news items and stories on 4-H sent in from five other 4-H groups. Following the show, the station hosted the Greene County group in another hour-long broadcast called "Breakfast at Heer's." Interviews with the participants in the "Yawn Patrol" show were then carried out by regular station personnel.

Construction has begun on the new \$2 million building, Broadcast

House, which will become the headquarters for WTIC AM-FM-TV Hartford, Conn.

According to the station, Broadcast House will be the first building to be erected in a \$35 million redevelopment project. The building will house all studios and offices of the station.

### ► Public Service:

Backing from a station has helped to establish a community symphony orchestra in the north woods of Michigan. The station, WIKB Iron River, Mich., agreed to underwrite the costs of organizing an orchestra when interest was expressed in its formation.

The idea developed when the station began a series of classical and light-concert music programs broadcast for two hours every evening. A chance comment led the station to find out how much community interest there was in the project. It sent out postcards to known



## THE CLEVELAND ORCHESTRA

Still another outstanding presentation of fine music on CBS Radio is the concert season of the Cleveland Orchestra, now completing its third broadcast year. Under the baton of George Szell, the orchestra and distinguished soloists are heard from Cleveland's Severance Hall. A network radio program in the public interest...

# ONLY ON CBS RADIO



SALES SEMINAR for managers and sales representatives of The Wendell Mayes Radio Group meet in Brownwood, Texas. Two-day event was conducted by Pat Rheume of RAB. Stations in the group are: KNOW Austin; KBWD Brownwood; KXOL Fort Worth; KCRS Midland; KSNY Snyder; and WACO, Waco, all of which are in Texas, and KTOK Oklahoma City, Oklahoma.

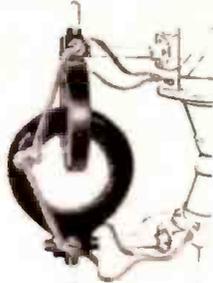
# AVOID TOWER LIGHTING ISOLATION TRANSFORMER TROUBLES

## INSTALL MODERN DESIGN

- ... by HUGHEY & PHILLIPS, Inc.
- ... your most dependable source of Obstruction Lighting Equipment
- ... the widest selection of Control and Alarm Apparatus in the Industry

### FEATURING:

- HIGHER EFFICIENCY
- IMPROVED REGULATION
- ADDITIONAL TAPS
- FIBER GLASS INSULATION
- EPOXY ENCASED
- VERSATILE MOUNTING.



THREE SIZES . . . 750, 1750, 3500 WATTS

Essential wherever 60 cycle power must be transferred efficiently across two points with very low capacitance or at very high voltages.

REQUEST DESCRIPTIVE BULLETIN  
HPS-152

## HUGHEY & PHILLIPS, INC.

### MANUFACTURERS OF

300MM Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control and Alarm Systems, Tower Isolation Transformers, and Complete Kits for: Tower Lighting, Sleetmelter Power and Control.

3200 N. San Fernando Blvd. Burbank, Calif.

## TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...



### \* U.S. RADIO

for the buyers and sellers of  
radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET

NEW YORK 19, NEW YORK



GATHERING OF executives of The Katz Agency Inc. in Chicago brought together the officers and managers of all regional offices. L. to r. (standing): Richard Hasbrook, Los Angeles; Edward Codel, v.p., New York; David Abbey, Minneapolis; Eugene Katz, pres., New York; William Joyce, v.p., Chicago; H. J. Grenthot, treas., New York; Morris Kellner, v.p., New York; Stanley J. Reulman, San Francisco; Walter Nilson, New York; Alan Axtell, St. Louis; Arthur J. Underwood, Jr., Detroit. L. to r. (seated): Scott Donahue, v.p., New York; Gregory Murphy, Atlanta; David Rutledge, Dallas; Daniel Denenholz, v.p., New York; Roy Miller, v.p., Chicago.

music lovers in its listening area asking for their views on the undertaking.

The result is the North Woods Symphony Orchestra, which includes in its composition housewives, school teachers, students and postal clerks in the community. The success of the initial concert for the town has led to plans for a series of concerts throughout the year. The orchestra's public appearances will include a series of summer concerts under the stars.

### ► Programming:

WTIC Hartford has launched its new audience quiz show with the audience both asking and answering the questions. Called "Mike Line," the 50-minute program will be heard daily, Monday through Friday.

Members of the audience can call in questions on any matters which may puzzle listeners. Anyone who knows the answer can then call in the correct information. The voices of both the inquirers and the informants will be heard on the air. If an answer to a question is not obtained by the end of the broadcast, the station will attempt to research the question and answer it on a subsequent program.

Automatic operation continues to be a subject of great interest to

more and more stations. An example of the type of programming being made available is the service provided by Magne-Tronics Inc., New York.

The subscribing station, according to the firm, receives tapes with a playing time of eight hours. There are five-second breaks between each selection to permit the insertion of commercials, station breaks or other material.

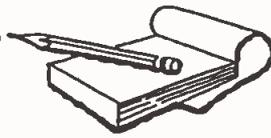
For the third consecutive year, WERE Cleveland will broadcast direct weather reports from the Coast Guard tower at the entrance to the Lake Erie harbor.

The reports will be broadcast by Coast Guard personnel from 11 p.m. to 7 a.m., and hourly over the week-end. The service will continue through the end of the boating season. . . .

In New York City

WLIB

has MORE  
Negro programming  
than ALL other  
stations combined



## BPA Survey Scans Promotion Size and Scope

Promotion is a full time job at nearly three-quarters of the stations surveyed by the Broadcasters Promotion Association. In a study undertaken in October and November of 1959, and released last month, the group undertook an extensive survey of radio and television promotion practices.

The two media were surveyed and reported separately. One of the findings in the radio report was that 75 percent of the stations reporting affiliation with a television station said that the promotion department was combined with the tv's.

The average number of people assigned to promotion, publicity and merchandising was 3.2 the BPA report says. Stations reported that they devote an average of 2.6 percent of gross revenues to audience promotion, 2.0 percent to sales promotion and 1.1 percent to merchandising.

Of those replying, 87 percent of the promotion managers report directly to the general management of the station. The remaining 13 percent are under sales department jurisdiction.

## Plant a Tree Week Promotes Prettier Cities

Radio has been doing something to help improve the landscape, too. KCBS\* San Francisco recently gave a boost to a landscaping project in the form of a one-week plant-a-tree promotion. As a result, a total of 5,745 trees sprang up over the San Francisco Bay Area.

The civic project, initiated and sponsored by the station, was enthusiastically accepted in 28 different cities. Chambers of Commerce and Garden Clubs, among other groups, cooperated by organizing committees for the drive, planning the publicity and arranging for plantings. All local station personalities pushed the promotion on-the-air through daily stories, interviews and features, reminding listeners of

the chance to improve the local landscape.

In the spirit of community competition, the station set up a committee to judge which city had done the most for itself. Awarded a KCBS trophy for its efforts, the city of Sunnyvale was cited for a combination of the number of trees planted (914 in all) and for the improvements made on the grounds of 12 public schools.

Said the station of the project, "We've seen what we can accomplish together, working to make our homes and our cities more pleasant to live in."

## Voice Recording Contest Keeps Phone Lines Busy

KXOK\* St. Louis strained the facilities of the Bell Telephone Co. recently when 92,798 listeners responded to the chance to record their voices, the station reports.

In addition, 88,391 listeners called again in the attempt to identify their voices as they were played over the air. A total of 338 listeners correctly identified themselves and received prizes.

The station invited listeners to call a number which would automatically record their voices. The recordings were then played back over the air at the rate of 14-per-hour for 18 hours a day during the four-week period the contest was in progress. The first person to identify his voice by calling back within a specified time period was eligible for the station's prizes. In addition, one of the game's co-sponsors awarded consolation gifts to listeners who failed to identify themselves in time for the major awards.

## Japanese Poetry Contest Attracts 10,000 Entries

KSFO San Francisco has learned that there are thousands of "Haiku" enthusiasts among its listeners. It says that 10,000 entries were received in a recent Haiku contest.

Haiku is the traditional art of Japanese poetry. The art form, based on simplicity and directness in word, is 17 syllables long and is a

poetic expression of a seasonal theme.

Winner of the contest was a State College English professor whose prize entry was one of 50 he submitted. The professor won a round-trip for two to Tokyo, including accommodations at the Imperial Hotel and living expenses.

## Dream Home Contest Promotes Civil Defense

KTBC Austin, Tex., has found a way to promote civil defense and gain attention for itself at the same time. The method is an eight-week "Dream Home" contest. Top prize is a home with a built-in fall-out shelter designed as an integral part of the architecture and decoration.

The contest required a double effort on the part of contestants. First they had to identify a "mystery scene" (described as a central Texas landmark) from photographs posted at the site of the prize home and from clues broadcast daily over the airwaves. New photographs and clues, added each week, helped to identify the scene.

Secondly, the contestants were asked to write a slogan in 10 words or less promoting civil defense. The winner was chosen on the basis of his slogan from among those who correctly identified the mystery scene.

To promote the contest, the station scheduled extensive spot announcements in addition to features and interviews with home economists, radiation engineers and other experts capable of giving competent appraisals of the house. • • •

\*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

PUT EAST TEXAS  
IN THE PALM OF  
YOUR HAND!

KLUE  
LONGVIEW  
KMHT  
MARSHALL

CALL  
H. A. BRIDGE, JR.

• The BIG K Stations •



## A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

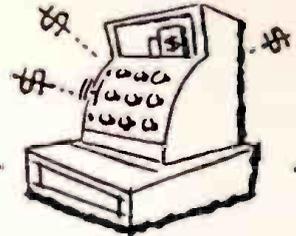
**FREE BOOKLET!** Measure the quality of education offered in your child's school. Find out how it compares with the best in the country... how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.

**Yardsticks  
for  
Public  
Schools**



**HOMETOWN, U. S. A.**

## radio registers



### AUTO DEALER

Costello-Kunze Ford undertook a saturation all-day, all-night campaign over WIL St. Louis. The dealer bought a weathercast on the half-hour mark, around the clock, on a seven-day-a-week, 52-weeks-a-year basis. Annual cost to the dealer is nearly \$100,000, which constitutes the entire advertising budget. According to the station, Costello-Kunze's sales tripled by the time the campaign was in its sixteenth month.

### PUBLISHING FIRM

In a drive to gain new subscribers, McCall's Magazine ran an 11-week Sunday-only campaign over WTOP Washington, D.C. The schedule, which ran in three- and eight-week flights, called for 12 spot announcements each Sunday morning from 8:15 a.m. to noon. According to the station, the magazine gained 1,966 new subscribers at \$2 per subscription for 16 issues. The largest number to respond in a single day was 91.

### AUTO GARAGE

When car inspection time came around, Lefler's Garage wanted to encourage auto owners to bring their cars in for the required State Automobile Inspection. Advertising for Sunday business, the concern bought three 10-second spot announcements over KNIT Abilene, Tex., for a Sunday-one-day-only schedule. Copy requested listeners to come in from 1:00 p.m. to 4:00 p.m. According to the station, 24 automobiles were brought in and inspected in the three-hour period.

### APPLIANCE DEALER

To increase television set sales, Cappy's Appliance Store, Omaha, Neb., placed an eight-week saturation schedule over KBON. The campaign consisted of one-minute spots and cost \$1200. Copy told listeners they could buy their tv sets in Cappy's—and charge it. According to the station, a customer called in a charge account order for a color tv set within 30 minutes after the first spot had been aired. Business at the store increased daily as the campaign progressed, reports the station, and dealer became largest RCA color tv dealer in Omaha.

## Many Subjects Covered In RAB's Annual Area-Sales-Clinics

The Radio Advertising Bureau states that "It's a fact in most markets . . . newspaper circulation—both daily and Sunday—isn't keeping up with either the rapidly expanding population or the spread of suburbia, while lineage rates are out-distancing both.

"For example, the combined circulation of all the Indianapolis Sunday papers has climbed only 10.6 percent since 1953. Meantime, the city's metropolitan area population has risen 14.4 percent—while the advertising rates of the Sunday papers have skyrocketed an average of more than 42 percent."

The marked inability of newspapers to keep pace with progress isn't limited to any one city, the RAB says. It has a parallel in almost every major metropolitan market. Radio salesmen attending the bureau's tenth annual area sales clinic this month will receive similar circulation and penetration breakdown data pertaining to newspapers in their station areas. In fact, one entire section of each clinic will be called "All About Newspapers."

### Enthusied Salesmen

The sales clinics, held annually by RAB's member service department, are designed to keep radio sales personnel enthused and knowledgeable about the product they're selling, and most important, to increase their money-making potential for the station.

As another important part of each clinic, RAB is setting aside a period entirely devoted to the problem: Overcoming the objections of advertisers.

Salesmen attending the sessions will hear a collection of the "most frequently heard objections to buying radio," based on a recent extensive poll of radio stations. Such stoppers as "I can't afford it," "My budget is already spent," and "Too many stations in town," are being refuted with brief, concise answers.

Many of the answers are products of station experiences. Here's an example:

*Objection: No one listens to radio anymore.*

*Prospect: Buying radio advertising is a waste of time. Nobody listens anymore.*

*Salesman: Don't you have a radio at home? In your car? Here at the store?*

*Prospect: Sure, but I don't listen.*

*Salesman: In a way I'm glad to hear you say that. We're constantly getting calls at the station for radios for hospitals, and shut-ins. Would you mind if we send one of our people around to pick up all those unlistened-to radios?*

*Prospect: Now wait a minute. . .*

Also included in each clinic will be a new radio presentation aimed at major local retailers. Facts on the suburbs, facts on adults (night-time radio delivers three times more adults than daytime tv), facts on summer (more hours spent with radio than with tv) will be included as reasons why consistent heavy use of radio will be vital to retailing success in the next decade.

A barrage of capsule case histories reporting the commercial, promotional, research or copy point which helped close an unusual or difficult sale makes up the final section. These "Money-Making Ideas" are delivered in rapid-fire fashion, while the salesmen attending are provided with a printed transcript of the same ideas.

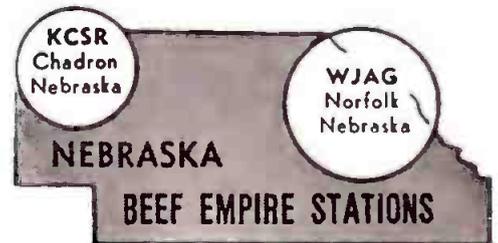
Again this year, the sales clinics will be split by population. Salesmen serving areas of more than 150,000 people will go to one type of clinic, salesmen from less populous sections will attend another.

This gives salesmen with similar problems, markets and customers a chance to get together for an important exchange of ideas and experience, without the wasted time which often occurs when groups with different interests meet. • • •

## WJAG-KCSR

Covering Nebraska's  
Rich Beef Empire

## Where Agri-Business is Big Business



## WJAG

Independent farm voice  
NE Nebraska since 1922.  
29-county (NCS) market  
— 1000 w.-780 K.C. —  
\$498,675,000 Consumer  
Spendable Income — Re-  
tail Sales \$424,447,000—  
124,740 radio homes —  
42% more listeners.

## KCSR

Chadron, Nebraska, "Beef  
Empire" market — \$411,-  
870,000 Consumer Spend-  
able Income — \$297,120-  
000 Retail Sales — 70,540  
radio homes. Commands  
22% to 56% more "un-  
duplicated homes."

Represented Nationally By  
**WALKER-RAWALT CO.**  
New York — Chicago — Boston  
Kansas City — Los Angeles



# Food for thought...

Just as your appetite is whetted by seeing this food, so are your customer's *buying appetites* whetted by what you tell them on Meredith family stations. To sell your product or service to the influential, big-spending "family board of directors", use your *local* Meredith Station — "one of the family" in the vast area it serves,

## Meredith family Stations

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.
			—Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With  
 BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines



## Search for New Business A Full Time Job Today

Soliciting new business is a full time job today. Recognizing the importance of this function for every kind and size of business, Broadcast Time Sales has established a New Business Development Department devoted solely to finding new advertisers for radio.

"Our purpose," says Carl Schuele, president of BTS, "is to sell radio *ideas* to potential advertisers. We want to sell more than time. We want to show the marketing executive how radio fits into his entire scheme by presenting the medium in terms of specific products and plans of action. With this in mind, our salesmen are now making direct calls on the advertiser on a regular basis, concentrating on the sales executive.

"Magazines and newspapers have habitually made direct calls in behalf of their media. We feel that with the story radio can tell, we have just as good a reason for making sure it is told, by presenting radio in its true light, as the local arm of the sales force."

Mr. Schuele emphasizes that his new business salesmen try to sell the advertiser on test budget allocations. They are not, he notes, taking away allocations from set programs, but adding to the total advertising budget by selling experimental campaigns.

### Prepares Presentation

When the BTS salesman has made contact with the advertiser's sales manager he prepares a presentation geared to the marketing needs of the product. Not only does he note the kind and type of product, but also considers the distribution pattern and market potential, how it is covered by present advertising and what can be done by radio.

For example, Mr. Schuele cites a

recent presentation to a wine company in which the selectivity of the sound medium was stressed. Wine, reasoned the presentation, should be served with dinner. It adds to the pleasure of the evening meal. Why not reach the potential wine sipper when he's enjoying another pleasurable dining activity, listening to dinner music? By advertising on stations featuring dinner music the advertiser might have a ready listener, the presentation points out.

### Evidence Reports

For one food product, therefore, the company compiled one of its *Evidence Reports* which it presented to potential advertisers. Included is a description of what was done for the product while it was on-the-air, including the personal calls made by station salesmen to dealers, the kinds and numbers of letters that were sent and the extensive point-of-purchase material that was provided. As the *Evidence Report* points out, "For greater benefits from advertising there must be a medium of contact to tie in the advertising program directly with the dealer."

Do the agencies feel that BTS is bypassing them by going directly to the client?

"First of all," says Mr. Schuele, "like the agency our job is to increase sales for our clients, who are our stations. We must cover the advertiser as well as the agency to do this job well.

"Secondly, we are not taking anything away from the agency, nor upsetting established schedules. In fact, when we sell an advertiser on a test campaign the agency benefits as much as we do. After all, additional budgeting for test campaigns means more commissions for the agency, too." • • •



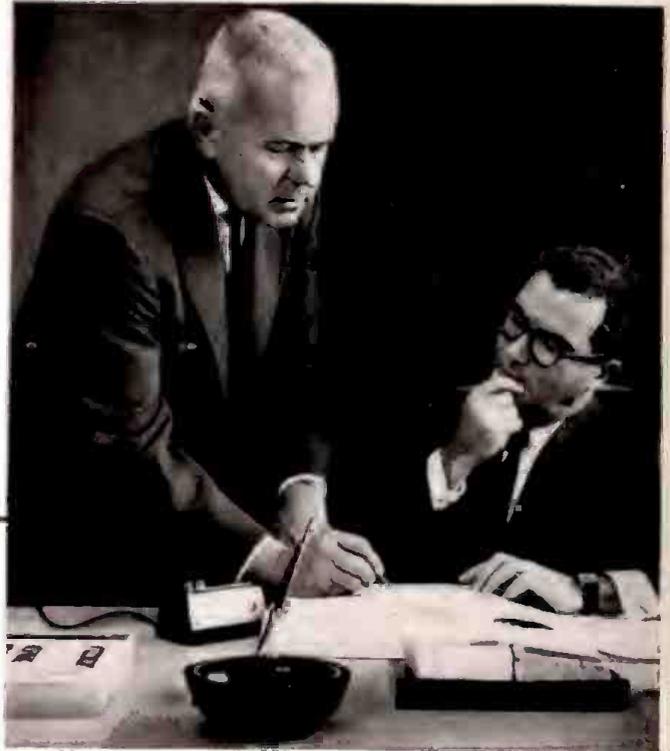
## THE LEADING QUESTION

Fact and rebuttal catch up with each other in the lively and honorable tradition of debate carried on here—the only such program on the air. Every week, two eminent protagonists have at it on important issues. The vigor of their exchanges earmarks this series, now in its 6th year. A network radio program in the public interest . . .

## ONLY ON CBS RADIO



Doyle Dane Bernbach executives hold a cross-country phone conference on urgent media problem. At the New York office (left) — Walter Sullivan, Media Group Supervisor and Al Petcavage, Media Director. At the Los Angeles end (below) — Monfy McKinney, Vice President and Account Supervisor and Ted Factor, Vice President in Charge of Los Angeles office.



## SUDDENLY IT'S SPRUNG!

... a sudden new product announcement calls for competent media information ... now!

All agencies have emergencies sprung on them. Happens every day. And *always* time is short.

No time to caucus out-of-town personnel. So they get on the phone for a cross-country conference. No time now to call in all the reps; assemble all the comparative media/market data. So they open SRDS . . . work up a schedule from the listings and the supplementary information they find there in Service-Ads.

At a time like this will the bare bones of your media

With a competent Service-Ad in SRDS

**YOU ARE THERE** *selling by helping people buy*

**SRDS** Standard Rate & Data Service, Inc.

*the national authority serving the media-buying function*  
C. Laury Botthof, President and Publisher

5201 Old Orchard Road, Skokie, Ill., Orchard 5-8500  
Sales Offices — Skokie, New York, Los Angeles, Atlanta

listing combat competitive claims? Hardly. This is the time for *competent* information about your medium, instantly accessible in SRDS. The more information . . . the more reasons for buying you put before buyers *at these decisive moments* . . . the more likely you'll make the list, high up. Are you making the most of this opportunity — with man-sized Service-Ads in SRDS that give *enough* information to do your medium justice?

Your general promotion and your representatives have made impressions on some of these agency men in the past, as they will in the future . . .

but who is selling them now?



What agency people want to know about TV stations is detailed in the new "SPOT TELEVISION PROMOTION HANDBOOK." Be sure to ask for one.

**WSBT** SOUTH BEND,  
INDIANA...  
**Personality Gallery**



**TYPE NO. 2 ...**  
**Outstanding Sportscaster**

Jim Wilson, WSBT's Sports Director, a former Hoosier basketball star, is a towering figure both physically (he's 6'7") and in sportscasting ability. Well known for his play-by-play coverage of local sporting events, Jim also has a big audience for his daily 6:00 P.M. sports show. He brings the latest sports news and interviews with famous sport personalities to listeners in 36 counties of Indiana and Michigan. And this is an area that's loaded with buying power . . . \$3.5 billion worth in 1959. In South Bend's Metro Area alone, retail sales were \$308 million; food sales were over \$70 million! To reach this big radio market you need only WSBT. It dominates every 15 minute segment of every broadcast day from South Bend. Get complete details about WSBT's local and CBS programming from your Raymer man.

3000 WATTS  
960 KC

**WSBT**  
SOUTH BEND, INDIANA  
FIRST IN SOUND ADVERTISING

Paul H. Roymer Co., National Representatives

**report from agencies**

**Agency Gets Full Mileage From Its Radio Campaigns**

- Integrate national and local radio efforts.
- Use a well-known air personality to deliver the message.
- Compose a catchy jingle to provide an identifying central theme for a campaign.

These are some of the most popular ways in which many agencies and advertisers have been taking advantage of the flexibility and promotional impact afforded by the sound medium. A current example of how all three are being combined by an advertising agency is the program prepared by Bozell & Jacobs Inc., Chicago, for its client, the National LP-Gas Council.

"The theme of the 1960 spring sales promotion and advertising campaign," explains Paul H. Brown, account executive, "is 'Demonstration Days.' Its objective is to stimulate sales of home appliances and farm equipment using liquified petroleum gas fuel. From April 1 through June 30, thousands of dealer members of the Council will demonstrate to the public the advantages of LP-Gas appliances and equipment."

Two of the key elements in the radio planning are a six-week schedule on Don McNeil's *Breakfast Club*, on ABC Radio, and a new "Living Pleasure" jingle which is being used on all network and local announcements.

"In order to get the fullest results from our network buy," Mr. Brown says, "Bozell & Jacobs prepared a special kit describing how the individual members of the Council can effectively tie in with Don McNeil's *Breakfast Club*. The material in this kit explains that the Council is using Don McNeil to deliver the LP-Gas commercials so that we can get the added benefit of his powerful sales personality and the extra value in merchandising him and the program." The dealer is advised to "plan your own Demonstration Days radio advertising to include some tie-ins with the *Breakfast Club*."

(Cont'd on p. 90)



**WORLD MUSIC FESTIVALS**

Radio's grand tour of festivals here and abroad continues the CBS Radio Network commitment to great music through the summer months. Now entering its fifth season, the series takes listeners to Salzburg, Bergen, Bayreuth and many other notable gatherings of the world's foremost musicians. A network radio program in the public interest . . .

**ONLY ON CBS RADIO**



Now Operating  
**24  
HOURS  
A DAY**

SERVING KALAMAZOO  
AND BATTLE CREEK.  
PRIMARY AREA COVERAGE  
431,000 POPULATION.

Western Michigan's  
Most Powerful  
Independent

**MUSIC and NEWS**



REPORT FROM AGENCIES

(Cont'd from p. 89)

... You can do this by purchasing radio spots near the portion of the *Breakfast Club* sponsored by the Council."

Also included in the radio kit is information on what kind of tie-in commercials to run, with suggested live copy, and detailed information on how the Council member can go about buying time near the *Breakfast Club*. Another section contains material for the dealer who has never before bought radio.

"We also sent a small recording of the 'Living Pleasure' jingle," Mr. Brown states, "to all members of the Council. It contains a message from the Council president and from Don McNeil. The purpose is to give dealers across the country extra incentive for the 1960 advertising program as well as to introduce them to the new jingle.

**Staff Writes Jingle**

The "Living Pleasure" jingle was written by James Harker and Phil Rouda of the Bozell & Jacobs staff. To get maximum results from the jingle, the agency prepared another kit for the Council members which accompanied the ET. Dealers are informed that "This record contains the LP-Gas singing jingle and can be a cracker-jack radio salesman for your dealership."

To permit the dealer to fit the jingle into individual local situations, the jingle has been recorded in different lengths to allow as much time as necessary for local messages, Mr. Brown points out. The full jingle is 43 seconds long and is intended to be used in a 60 second announcement. Specific suggestions are provided by the agency, describing how the jingle can be integrated into announcements to tie-in with the Demonstration Days, to sell appliances and others.

A number of advertisers are discovering that the radio jingles can also be employed to good advantage off-the-air. Mr. Brown says the kit tells dealers how the jingle can be used effectively in their stores.

In all, the agency prepared three brochures containing 30- and 60-second spot commercials on Demonstration Days, tie-ins with the *Breakfast Club* and tie-ins with the Council's new jingle. ...

**3** LOCAL RADIO **1**  
STATIONS IN

That's what you get when you buy time on

**BIG 5,000-WATT**

**W F H R**

**WISCONSIN RAPIDS**

with full time studios in  
**MARSHFIELD AND  
STEVENS POINT**

BIG Coverage at Lowest Cost-  
Per-Thousand . . . 20 Years of  
Local Radio Service

**W F H R**

**WISCONSIN RAPIDS, WISC.**

Phone HA-3-7200

Represented by Devney, Inc.

**NOW** we can offer you

**PROVEN  
RESULTS\***

with these

**TELE-BROADCASTER STATIONS**

IN Hartford - **WPOP**  
(CONNECTICUT)

IN Kansas City - **KUDL**

IN Los Angeles - **KALI**  
(SPANISH LANGUAGE MARKET)

IN San Francisco - **KOFY**  
(SAN MATEO)

- ★ TOP RATINGS IN AUDIENCE
- ★ MORE LISTENERS PER DOLLAR
- ★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

**BECAUSE WE  
PROGRAM TO  
PLEASE LISTENERS  
AND TO  
PROMOTE SALES**

For facts & figures CALL  
**A TELE-BROADCASTER STATION**

# PEOPLE work – play – LIVE by RADIO!



## WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

**R**ADIO'S a family affair in the vast 93-county area called "Iowa PLUS!" Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by *RADIO!*

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive, alert, alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed

—the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

# WHO

## for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company,  
which also owns and operates  
WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

WRFM

the  
modern sound  
that covers  
a thinking  
audience  
of  
music lovers

"NEW YORK'S FM GEM  
IS WRFM"

WRFM

105.1 MC New York

report on

FM

### Portrait of an Industry Destined for Soundness

Investment in an industry means confidence in its future. When three equipment manufacturers recently told of their fm plans, they testified to their faith in a mass fm market.

The three companies were Granco Products Inc., Motorola Inc. and Zenith Radio Corp. The occasion was a symposium entitled "The Fm Receiver Manufacturer Speaks" on FM Day at the NAB convention in Chicago. (see Hometown, p. 72).

"For the first time last year, annual sales of fm receivers passed the 1,000,000 mark," asserted Henry Fogel, president of Granco. Peering ahead he enthused that "This decade will see fm overtake and, I believe, replace traditional am radio."

As an indication of what public reaction already is to fm, C. J. Gentry, sales manager of Motorola, told the broadcasters of the response to the company's new fm-only car radio, which was introduced last January. He pointed out that when the radio was exhibited at the Chicago Auto Show, the company was not able at that time to state prices or delivery dates for the set. Despite this handicap, Mr. Gentry said, 126 units were ordered at the show.

In introducing Zenith's new anti-fm portable, Ted Leitzell stressed the company's plans to explore the rural market. "Radio listeners in rural areas are an excellent market for fm," he said. "Fm comes through clearly at relatively long distances from stations."

The manufacturers are doing more than promoting their fm equipment. Herbert Frank, Granco's sales manager, described plans for his company's nationwide fm promotion now underway. In a 51-city salute to broadcasters which began last month, Granco is saluting the twentieth anniversary of the first request for an fm broadcast license. A total of 2,000 Granco fm receivers will be given away during the campaign.

Granco ran a national campaign

last year similar to the anniversary promotion in that, as Mr. Fogel explained, the emphasis was "... on fm first, and Granco, second." The 1960 campaign, he says, will be even more intensive. "It follows that whatever we do to boost fm will aid the entire industry, but frankly it helps us, too."

What is necessary for successful exploitation of the fm market? "Many people shy away from fm because of two false assumptions," says Mr. Fogel. "One is that a set costs hundreds of dollars. Two, that fm is strictly for the long-hair and high-brow."

"Part of the public education must stress that fm sets are competitive price-wise with am radios." As an example of low-cost fm, he described his company's self-powered tuner which sells for \$20.

As to the suggestion that fm's format is quality programming, Mr. Fogel asserts, "Let there be no misunderstanding—fm programming is quality programming. And let's not sell the average American short, for our market research as well as our common sense tells us that as a group, the United States people are quality conscious. . . . Family income has nothing to do with their tastes. . . . They like quality jazz, quality dance music, quality classics. You can't sell them just any old thing." . . .

PUT EAST TEXAS  
IN THE PALM OF  
YOUR HAND!

KLUE  
LONGVIEW  
KMHT  
MARSHALL

CALL  
H. A. BRIDGE, JR.

• The BIG K Stations •

## report from networks



### ► ABC:

Among the new buys on the ABC network is one by Pepsi-Cola for a broadcast of Princess Margaret's wedding on May 6 from 8:15 to 8:55 a.m. Other buys include a 13-week weekend news co-sponsorship by Burma Vita Co., a 13-week Breakfast Club purchase by the Union Carbide Chemical Co. and a Frigikar Co. 13-week co-sponsorship of the Paul Harvey show.

The network also announced a radio premiere and the return of a documentary dramatic series. The premiere, called *Continents in Motion*, is a monthly series based on interviews with leaders in Africa, Asia and Latin America which will describe the changes taking place in these areas. It will be produced in cooperation with the United Nations. The dramatic series is called *Project—Tomorrow*, which will point up the work of organizations in making America a better place for the future. The Council of National Organizations of the Adult Education Association of the United States will cooperate in the project. Both will be broadcast on Saturday mornings.

### ► CBS:

New program called *The Bob Richards Show*, featuring the pole vaulting reverend famed for his record leaps, starts May 2. The talk show consists of inspiring profiles on well-known personalities. The five-minute capsule will be heard Monday through Friday at 12:30 p.m. and 7:55 p.m. Sponsor is Wheaties, through Knox-Reeves, Minneapolis.

Coverage of the marriage of Princess Margaret at London's Westminster Abbey is being sponsored on CBS by Elgin National Watch Co. It includes two broadcasts on May 6, at 10:05 to 10:30 a.m. and from 7:45 to 8:00 p.m., both Eastern Daylight Time. The evening broadcast is a review of the day's events relating to the royal marriage and of the background of the wedding.

Sylvania Electric Products has expanded its participation on Arthur Godfrey Show starting May 1.

### ► NBC:

According to a survey taken by NBC's 10-man affiliates executive committee, almost 95 percent of the network's affiliates endorse the recently inaugurated radio network program plan, which enables stations to develop individual formats in combination with network service.

In a statement issued by the committee, the affiliates congratulated the network. It stated, "the new NBC programming represents a forward-looking concept and is producing the favorable results which our stations have anticipated."

The questionnaire, sent out to the 200 affiliates, revealed that 92 percent of them were favorable to the new plan, and that 94 percent of the stations reporting felt that they had a better sounding station as a result of the plan.

### ► MBS:

Robert Hurleigh, MBS president, and officials of Minnesota Mining and Manufacturing have been conferring on plans for the network's future. The network was purchased by Minnesota Mining last month.

Evidently, the radio-tv agency directors survey by MBS would, if they were program directors, be concerned with their community service image. That seems to be the consensus from early returns of the more than 100 questionnaires to the radio-tv policy-makers sent out by Robert Hurleigh.

"Judging by the replies that have come in so far," says Hal Gold, director of public relations, "it would seem that the agency people feel strongly about the value of a station's image." The network hopes that the interest in image at the radio director's level may indicate that they'd like to consider the image factor, as well as ratings, when it comes to buying time. • • •

## JERRY LEWIS COMES TO FM!

A week ago KVFm-fm, San Fernando Valley, began broadcasting the DEL MOORE show. Jerry Lewis was Del's first guest. He enjoyed it so much that he's now co-hosting the show with Del.

It's not the usual Jerry Lewis or Del Moore that you and I know so well, but a very different and interesting Jerry and Del. To use Jerry's own words, "We talk softer on FM!"

The program originates right from Jerry's and Del's homes every Saturday and Sunday evenings from ten to midnight. Guests are interviewed and their favorite records are discussed and played. So far the guest list has included, in addition to leading Southern California personalities, such famous folks as June Christy, Buddy Bregman, Nick Adams, Herb Silvers and Henri Renee.

We're proud that Del Moore and Jerry Lewis, two of the most prominent men in the entertainment world, have chosen one of our stations for their first FM show. Write or call us for commercial availabilities.

## CAN'T REACH 'EM ANY OTHER WAY

KHFM-fm, the FM station in Albuquerque, New Mexico represented by Western FM Broadcasting, has surveyed its listeners for three consecutive years and the results are very interesting. For instance, 26% of KHFM-fm's listeners DO NOT LISTEN TO AM RADIO, 57% NEVER OR RARELY WATCH TV! This is that middle-income, adult audience you can't reach with any other broadcast medium . . . only with FM radio!

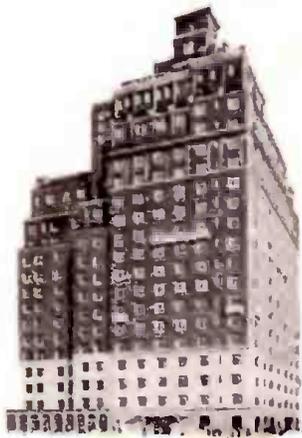
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Just steps from anywhere...  
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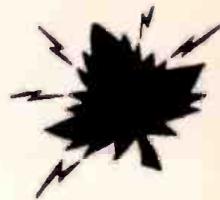
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deliberately and well...  
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## report from Canada



### Canadian Radio Prospects: Good—And Getting Better

Canadian radio looks better now than it ever has, according to Olive Jennings, supervisor of broadcast media buying at James Lovick & Co., Toronto advertising agency. "There have been changes taking place both in programming and in government regulations that have become more noticeable within the last year," she says. "I think they represent a trend that bodes well for radio. In fact, I'd say the media has more to look forward to in Canada today than ever before."

Olive Jennings, whose career in broadcasting goes back 25 years, is now in the midst of a giant listening campaign. She spends part of every day listening to tapes from radio stations in every part of Canada. The project, which will probably take her through June, verifies her belief that programming formats have improved.

#### Programming Trend

"In my opinion," she says, "the trend became evident soon after one forward-looking Vancouver station received its broadcasting license. Patterning itself after one of your well-known good music stations, this station became third in its area within four months after it went on the air. Now, and especially within the last six months, there seems to be a decided reaction throughout Canada against formula radio and towards easy listening formats.

"I've noticed among many of our cost-conscious clients too, a greater interest in radio. Part of this may be due to the continually rising costs of television. Another reason, I believe, is the better brand of radio that is now being produced."

The agency, whose billings are the third largest in Canada, includes on its client list such large radio users as British American Oil Co. and Canada Packers (soap div.)

Radio has benefitted on another front, too, in the last year, according to Olive Jennings. The government action which created the Board of Broadcast Governors as well as that which provided for the creation of private networks are both good for the radio industry, she says.

"The creation of the BBG," she explains, "ended a domination that private radio had been fighting for 20 years. Before that the regulatory group, the Canadian Broadcasting Corp., was also in competition with the private stations it regulated. Now, we have established a more sensible method of regulation in which the government board, separate from the CBC, regulates both the CBC and private stations.

"Now, private networks can be established upon application to the Board. We have one private network operating in the Maritime Provinces. And recently, a large Canadian advertiser sponsored a program on a private network which linked stations from the East Coast to the West Coast, permission for which was granted by the BBG.

"Furthermore, definite plans for a private network are already in embryo stages. The fall of 1960 will quite possibly see a newly developed, while limited, network operation in Canada." • • •

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IN THE PALM OF  
YOUR HAND!

CALL  
H. A. BRIDGE, JR.

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LONGVIEW  
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• The BIG K Stations •

Include yourself In!

The Biggest Advertising Convention of the Year...

# ADVERTISING FEDERATION OF AMERICA

## 56<sup>TH</sup> ANNUAL INTERNATIONAL CONVENTION

### JUNE 5-8, 1960—HOTEL ASTOR, NEW YORK

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**HEAR** FTC Chairman Earl W. Kintner; Noted educator-anthropologist Dr. Margaret Mead; John P. Cunningham, Chmn., Cunningham & Walsh, Inc., discuss "Self Regulation in Advertising."

**HEAR** Creative Session Speakers: Max Freedman, Washington Correspondent, *The Manchester Guardian*; Al Capp, creator of "Li'l Abner"; Walter Guild, Pres., Guild, Bascom & Bonfigli; and other speakers, other subjects of special interest.

**PLUS ENTERTAINMENT!** New York in June is a World of Entertainment for You, for Your Wife; and ABC, CBS, NBC Networks present "An Evening with Rodgers & Hammerstein." Star-studded stage show featuring music and artists from Oklahoma, South Pacific, Carousel, Flower Drum Song, Sound of Music and other Broadway hit shows of R&H. Last minute extra: Chevrolet's fabulous TV Fashion Show, with models wearing original creations from leading designers.

**MAIL YOUR REGISTRATION NOW FOR TWO GREAT ADVANCE PACKAGE OPPORTUNITIES!**

**\$60.00 Advance Package**

Includes admission to all sessions, brunch, 2 cocktail parties, 3 luncheons, dinner-dance, entertainment for you.

**\$30.00 Wife's Advance Package**

Includes admission to parties, brunch, entertainment, dinner-dance, and special trips for your wife.

Advance price applies only until May 29th

Advertising Federation of America  
250 West 57th Street, New York 19, N. Y.

My check for \$.....covering Advance Registration for the 56th Annual AFA Convention, June 5-8, is attached.

CHECK TYPE OF REGISTRATION DESIRED

Package Registration—\$60

Wife's Package Registration—\$30

Advance Registration Only (Does not include meals)—\$20

Reduced advance rates expire May 29.

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Please make your hotel reservations direct with the Hotel Astor, New York City 36.



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IN COLUMBUS

THE NEW

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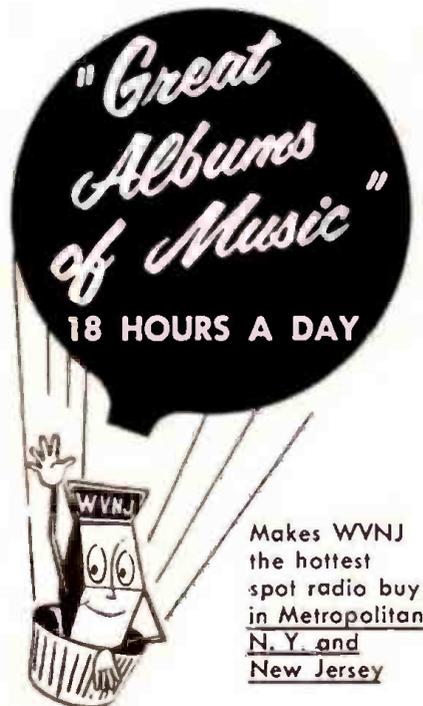
THE CAPITAL STATION  
COLUMBUS 15, OHIO

In Columbus, most folks listen to WCOL. In Columbus, most advertisers sell on WCOL. Family programming . . . rigidly enforced single spotting that "showcases" your sales message . . . all pre-taped production for flawless delivery. These are the factors that make the NEW WCOL your most powerful sales force in Central Ohio.

24-hours-a-day broadcasting  
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represented by:  robert e. eastman, inc.

## GOING UP—WITH MUSIC



"Great Albums of Music"  
18 HOURS A DAY

Makes WVNJ the hottest spot radio buy in Metropolitan N. Y. and New Jersey

**WVNJ**  
Newark, New Jersey

RADIO STATION — Newark News

# radio research



## Nielsen Issues Sixth Annual Review of Radio Audience

The Broadcast Division of A. C. Nielsen Company has issued its sixth annual review of " . . . various attributes of the radio audience." Called "Radio 60," the report covers a number of facets of the radio home and auto markets.

In defining the total consumer market, the study points out that the 1960 population of the United States is 179 million people, an increase of three million over last year, and a 27 million jump since 1950. This population is centered in 52 million homes, and according to the Nielsen study, 49.5 million are equipped with one or more radio sets. "Currently, radio set ownership is at virtual saturation, as it has been for a number of years. Regardless of regional or urban-rural differences, 95 or more homes out of 100 have at least one set."

Turning to the spread of home radio listening, the report indicates that the amount of time spent listening to radio this winter averaged one hour and 53 minutes. The highest levels of listening were found in the Metro areas (County Size A) with an average of one hour and 59 minutes; in the West-Central territory, with two hours and 15 minutes, and in the central time zone, with two hours and 11 minutes.

Radio listenership reaches its highest point in the Monday through Friday period during the morning hours. According to Nielsen, 8.3 million homes are tuned in at the average minute from 8 to 9 a.m. The largest home radio audience in the afternoon comes at noon, with 6.4 million homes tuned in during an average minute in that time period. The most popular evening hour is 6 p.m., with 4.7 million homes listening in at the average minute.

Home radio listening by day of week shows that "This winter, listening through the week ranged from somewhat more than one-and-one-half hours on Sunday to almost

two hours on the average weekday. Weekend listening was greater in the afternoon than in the morning—the reverse of the weekday pattern."

Also focusing its attention on auto radio listening, the report indicates that "Auto radio listening . . . increases the in-home audience by more than a fourth during the average minute of the day. During the late afternoon and early evening hours, auto-plus amounts to over 40 percent of in-home listening." The peak hour for auto radio listening is 5 p.m., with 2.2 million sets tuned at an average minute. Most popular morning hour is 8 a.m., with 1.8 million sets added to the in-home totals. Evening auto listening reaches its peak in the 6 to 8 p.m. time period, with 1.6 million sets tuned in during the average minute.

### Other Activities

The size and importance of the auto radio audience continues to be explored in various markets, WBT Charlotte, N. C., conducted a study based on a survey by the Wilbur Smith traffic consulting firm. According to the station, there are more automobiles on the streets of Charlotte on Friday than on any other day of the average week. "During the average week, 16.3 percent of Charlotte's automobile travel takes place on Friday. Monday is next with 15.1 percent, and Thursday is third with 15 percent."

In a study conducted by the research firm of Auto-Audits for eight stations in the Washington, D. C. area, it was found that " . . . there is a marked difference in automobile listenership from that in the home. Of particular interest . . . is the fact that 39.7 percent of those who listen to the radio in the automobile do not listen at home."

Other observations made in the survey are that the car radio audience is primarily adult, with the average age being between 35 and 45 years old. • • •



**WWDC** RADIO

WASHINGTON, D.C.

*proudly announces the addition of*

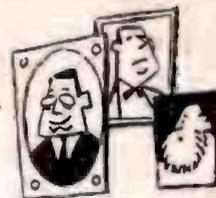
**AMERICAN AIRLINES'  
"MUSIC 'TIL DAWN"**

*midnight to 6 A.M.—7 days weekly*

to its ever increasing list of  
distinguished local, regional  
and national accounts

*Represented nationally by John Blair & Co.*

# names and faces



## Noting the Changes Among The People of the Industry

### AGENCIES

Anthony C. DePierro, v.p. and director of media at Lennen & Newell Inc., New York, for the past seven years, has joined Geyer, Morey, Madden & Ballard Inc. as v.p. and assistant to the president.

Jacqueline Hunt, formerly with Doherty, Clifford, Steers & Shenfield, named media director, Sudler & Hennessey Inc., New York.

Louis J. Kennedy promoted from broadcast supervisor to media supervisor, Kenyon & Eckhardt Inc., New York. Ed Kobza becomes broadcast supervisor.

Ralph Trieger, formerly sales promotion manager,

WBBM-TV Chicago, named director of media, R. Jack Scott Inc., Chicago.

Lawrence B. Marks, formerly of WNTA Newark, named v.p. in charge of creative writing and director of radio and television, Dunay, Hirsch & Lewis Inc., New York.

Harold A. Smith, head of press relations at Needham, Louis & Brorby Inc., Chicago, named v.p.

Nicholas V. Salimbene, assistant media director, appointed manager of J. M. Mathes Inc., Miami.

Ira Avery, account supervisor and Alexander E. Cantwell, in charge of radio and tv production named v.p.'s,

BBDO, New York. John H. Fogarty, account supervisor, named v.p., Buffalo.

### STATIONS

Art Holt, account executive at KABL San Francisco, named general manager, WYSL-AM-FM Buffalo. Al Crosby, formerly of WAKY Louisville, named sales manager.

Ralph W. Beaudin, general manager KQV Pittsburgh, appointed general manager of WLS Chicago.

John Gibbs promoted from program and sales coordinator to general manager, KQV Pittsburgh.

Stephen C. Crowley named general sales manager, KVI Seattle.

Robert B. Knoles, account executive, promoted to commercial manager, WPEO Peoria, Ill.

J. M. Higgins, v.p. and general manager, WTHI Terre Haute, Ind., elected v.p. and director of Wabash Valley Broadcasting Corp.

John F. Bayliss named v.p. and general manager, KOMY Watsonville, Calif.

George Stump, program director of KCMO Kansas City, Mo., appointed program director for KCMO-FM. John Pearson, radio production director, replaces him as program director of KCMO.

Chuck Conner appointed general manager KWEL Midland, Tex. Paul Sanders named sales manager and Jerry Teaff, program director.

Armand Lamont, sales executive, promoted to general sales manager, KRLA Los Angeles.

Robert J. Huth, v.p. and general manager, KAKC Tulsa, promoted to exec. v.p., Public Radio Corp.

Chris Lane named director of operations for KYA San Francisco.

Bert Hoberman, general manager of WABC New York, named general manager, KABC Hollywood. Harold L. Neal Jr., general manager of WXYZ Detroit, replaces him in New York.

David Gordon, music director, and Read Wight, director of client relations, named v.p.'s WPAT Paterson, N.J.

Virgil V. Evans, formerly managing director of WBT Charlotte, N.C., becomes assistant general mgr. of WCSC Inc., Charleston, S.C.

### REPRESENTATIVES

William H. Schwartz, formerly program director of KDKA Pittsburgh, named manager of program services for Peters, Griffin, Woodward Inc., New York. William O. Jones, formerly account executive at The Katz Agency, appointed manager of the Atlanta office.

Joseph P. Aley, formerly of the Weed Co., joins The Brauham Co., New York as account executive. Leif Line appointed to the promotion and research department. He was a merchandising analyst with Montgomery Ward Co.

Peter Prince, account executive with Prince & Co., joins the sales staff of Broadcast Time Sales, New York.

John J. Torney, New York and Roger O'Sullivan, Chicago, named v.p.'s, Avery-Knodel Inc.

Robert A. Schmid appointed executive v.p. and L. N. Hardingham senior v.p., Headley-Reed Co.

Richard H. Close, director, NBC Spot Sales, elected v.p.

### INDUSTRY-WIDE

Robert R. Pauley, eastern sales manager, appointed v.p. in charge of the ABC Radio Network.

Robert Cessna appointed sales manager, Michigan and Ohio territory, for Community Club Services Inc.

Norman J. Ostby, previously general manager of MBS's western division, made general manager, MacKenzie Electronics Inc., Inglewood, Calif.



Lane



Neal



DePierro



Thompson



Pauley



Schmid



Prince



Hoberman

# SESAC *salutes*

NATIONAL RADIO MONTH  
NATIONAL MUSIC WEEK

*with*

## SESAC RECORDINGS\*

*and* **"DRUMMERS"** --

all-new recorded sales starters,  
station promos and production spots.

*This new LP Program Service, brilliantly produced on hi-fi recordings and featuring the top artists of the industry, offers the "BIG 6 FOR '60" - 6 different purchase plans to choose from. Outright ownership. Your choice of albums. New releases. Popular, jazz, classical, country and western, religious and band music.*

\*Trademark



For complete information fill  
in and mail coupon to SESAC.

Gentlemen:

Please send me SESAC's complete LP Program Service listings with details on the "DRUMMERS"\* and the "BIG 6 FOR '60."

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TITLE \_\_\_\_\_ CALL LETTERS \_\_\_\_\_

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**SESAC INC. - THE COLISEUM TOWER - 10 COLUMBUS CIRCLE - N. Y. 19, N. Y.**



## . . . radio's public interest record

### TOO MUCH FOR GRANTED

"Broadcasting has come to occupy a unique place in the national scene. Perhaps we have become overly accustomed to receiving and enjoying its many services. Perhaps we are taking its many contributions too much for granted."

These words were uttered last month by Congressman Emanuel Celler (D-N.Y.) as he released a survey of nine New York City stations on their public service accomplishments for 1959. His remarks represent something of a recantation in that in prior instances he has been a vocal critic of broadcasting.

What Congressman Celler found upon close examination is not surprising. The public interest performance of the radio industry is indeed impressive—including stations of all formats, sizes and personalities.

### INVEST HEAVILY

The U.S. RADIO survey of public interest programming shows that stations invest heavily in time, effort and money in serving the community needs of their listeners (see *Radio . . . In The Public Interest*, p. 24). It is a record that needs no defense. It tells its own story.

In three different population categories—up to 499,000, between 500,000 and 999,000 and one million and over—the average station's accomplishments in the public interest are significant—including the number of hours of such pro-

gramming, number of announcements and dollar equivalents based on rate cards.

Impressive as these statistics are, however, numbers don't always tell the whole story. The day-to-day performance of stations and the contributions they make to community well-being is a story that could fill tomes.

### COMPONENT PARTS

In the area of news, radio has taken the tape recorder and the beeper phone and has converted them into symbols of modern journalism (see p. 32). For instantaneous reporting—whether the story originates at a distant corner of the globe, the Nation's Capitol, the state house or around the corner—the American public knows where to turn for accurate news presentation.

In editorializing, many stations are taking the lead in community, regional and state affairs by adding a voice that comments, urges and advises (see p. 28). Stations that editorialize have seen their efforts bear fruit—in the form of new legislation, construction of roads, uncovering a local scandal, more effective snow removal or simply stimulating thought and discussion.

In supporting community service projects, the radio station takes a seat second to none in its desire and enthusiasm to support and participate in hometown projects, whether they be safety, fund raising, civic affairs, public welfare or youth and education (see p. 44).

The public interest record of radio is well worth examining.

# STATION JINGLES GOOD ENOUGH TO EAT !!!

the new  
**TRADEMARK  
SERIES**

**STATION IDENTIFICATION JINGLES**

A sparkling melody winds its way through the many versions, embracing the new continuity concept, the sound of tomorrow. Sold on an exclusive basis in your market

Pilot stations:  
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**WEMP**, Milwaukee  
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Day in, day out . . . year after year, the Triangle Stations have compiled a record of continuous service to the community unsurpassed by any other broadcaster in America.

- ▲ "Studio Schoolhouse"—America's oldest program of in-school instruction by a commercial station . . . continuously broadcast on WFIL, Philadelphia, since 1943 and on WFIL-TV since 1948.
- ▲ "University of the Air"—America's oldest and largest continuously run adult education program in commercial television . . . now in its 10th year on the Triangle Stations.

During 1959, Triangle Stations contributed \$4,931,000\* in time for public service announcements and programs, and more than \$361,000 out-of-pocket expenditures for public service.

\*One-time national rate

**COMMUNITY  
LEADERS  
SINCE 1922**



**TRIANGLE STATION**

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