

AUGUST 1961

U.S. RADIO

MR. L. K. ALDRICH-LIBERN
NATIONAL ASSN-BROADCASTING
1771 -N- ST N W
WASHINGTON G D C
USR D5-19-91-2815-03



ON-THE-AIR EDITORIALIZING

Part 1 of a two-part series on
broadcasting in the public interest

Food: radio's \$76 billion question

Joe Culligan updates his radio thinking

Why Keyes Fibre is a silent sponsor

WHO Radio should be No. 14 on any "Top Market" radio list!

**50,000-Watt WHO Radio Covers
865,350 Homes In Iowa PLUS!**

EVERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa PLUS!" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading

metro areas, including Des Moines, account for just 33%.)

Many surveys, for 24 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1961) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 94 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1961), NCS No. 2, SRDS.

WHO

for Iowa PLUS!

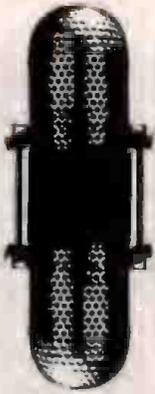
Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives



OFFICERS: Norman R. Glenn, *editor/publisher*; Bernard Platt, *executive vice president*; Arnold Alpert, *vice president/assistant publisher*; Elaine Couper Glenn, *secretary/treasurer*.

EDITORIAL BOARD: Norman R. Glenn, Arnold Alpert, John McMillin, Jane Pinkerton.

EDITORIAL: Jane Pinkerton, *managing editor*; Mary Lou Ponsell, *senior editor*; Barry Mallin, *assistant editor*; W. F. Miksch, *contributing editor*; Maury Kurtz, *art editor*.

ADVERTISING: Sal Massimino, *business manager*; Shirley Allison, *administration production*; (Los Angeles) Edith K. Whaley, 216 S. Vermont, DUmkirk 7-6160; (San Francisco 11) Whaley-Simpson Co., 700 Montgomery Bldg., SUtter 1-4588.

U.S. RADIO

AUGUST 1961 / VOL. 5, NO. 7

ARTICLES

- 13 **FOODS: RADIO'S \$76 BILLION QUESTION** / *food and radio pros outline ways in which radio can increase its share of the food advertising dollar*
- 17 **EDITORIALIZING ON THE AIR** / *part one in a two-part series on broadcasting in the public interest shows station profiles, patterns*
- 22 **WHAT JOE CULLIGAN THINKS OF RADIO TODAY** / *the former head of NBC Radio, now with Interpublic, reminisces on radio and predicts its future*
- 25 **RADIO'S DESTINY: CREATIVE CONSIDERATION** / *Clifford Barborka, president of the new Better Broadcast Bureau, asks for creative upbeat*
- 28 **FOUR RADIO PRONGS NEED SHARPENING** / *Blair Vedder Jr., v.p., media director, Needham, Louis & Brorby, outlines radio's "wrongs" to broadcasters*
- 30 **CAN A SPONSOR BE SILENT AND SELL?** / *the answer is "yes", says Keyes Fibre, which promotes community image on radio without commercials*

DEPARTMENTS

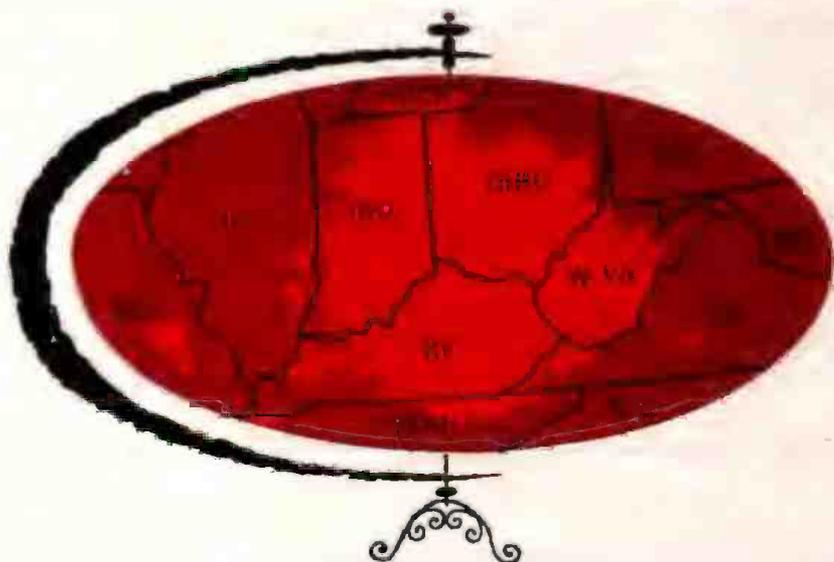
Commercial Clinic 33, Letters 10, Names and Faces 46, Radio Focus/Ideas 36, Radio Focus/People 40, Radio's Reach 8, Silver Mike 12, Soundings 6, Time Buys 9



MEMBER OF BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS INC.

U. S. Radio is published monthly by Air Media Inc., at 3110 Elm Ave., Baltimore 11, Md. Editorial and business offices at 40 East 49th street, New York 17, N. Y., telephone MUrray Hill 8-0475. Copyright 1961 by Air Media Inc. Accepted as controlled circulation at Baltimore, Md.

WLW RADIO **now**



**NOW REACHES
OVER 100,000
HOMES**

**... 91% ADULT AUDIENCE
PER AVERAGE ¼ HOUR 6 AM TO 6 PM**

WLW Radio daytime audience has soared to Number 2 spot in the Nation among the more than 4,400 U.S. Radio Stations! That's quite a position—second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts... and you'll see why you should call your WLW Representative... you'll be glad you did!

number

ONE

in Cincinnati

number

TWO

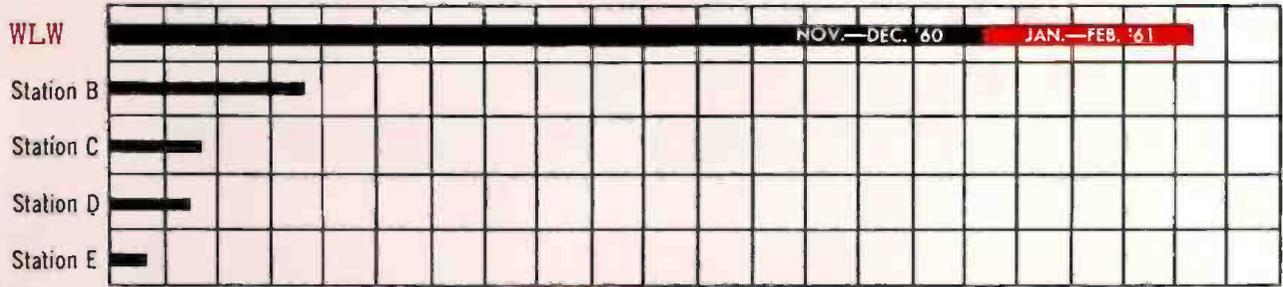
in the nation

in total audience per average ¼ hour 6 AM to 6 PM

TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January-February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.

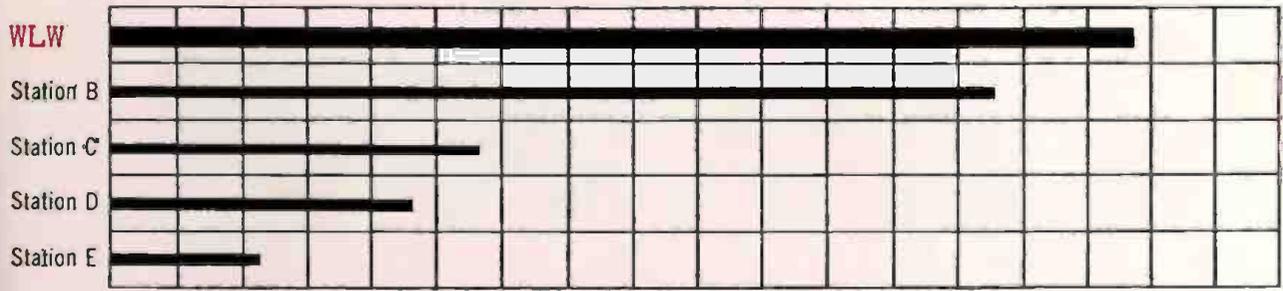
1,000 10,000 20,000 30,000 40,000 50,000 60,000 70,000 80,000 90,000 100,000 110,000



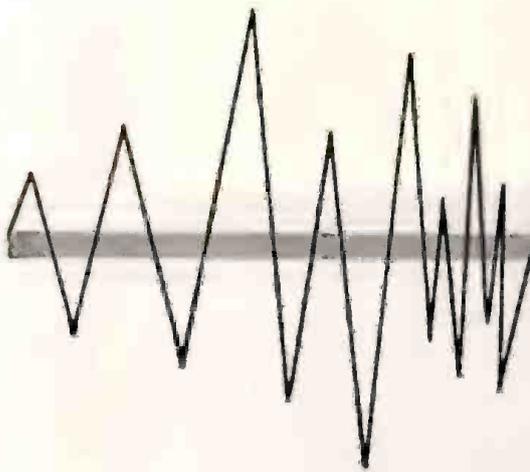
CINCINNATI AUDIENCE (January-February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.

1,000 3,000 5,000 7,000 9,000 11,000 13,000 15,000 17,000 19,000



WLW Radio Nation's Highest Fidelity Radio Station—Crosley Broadcasting Corporation



SOUNDINGS

news & interpretation

ALL-CITY RADIO PRESENTATION is being shown this month in six major-market areas by station members of the **San Francisco Radio Broadcasters Assn.**, a unique cooperative sales and promotion enterprise which hits hard on the value of saturation radio to cover the entire marketing Bay Area. Their theme: The best way around San Francisco is with radio. Showings are slated for that city as well as Los Angeles, New York, Detroit, Chicago and Philadelphia. Key pitch-man is Homer Odom, SFRBA president and v.p. of KABL San Francisco. Preview of the slide presentation in color was shown by CBS' Maurie Webster in New York the first week of August. Project shows **pluses to be gained by cooperative selling** among five major station competitors in touting the advantages of their market to agencies and clients.

BUSINESS IS BETTERING in all parts of the country. Radio stations report billings are rising and new account activity as well as new sponsors are commonplace in most sections. Among the purveyors of such good radio news: **KABC Los Angeles**, where V.P.-Manager Bob Hoberman says second-quarter billings represent the **biggest sales total** in the station's 17-year history; **KNX Los Angeles**, where Sales Manager Gordon Mason has tabbed as **highest volume in seven years** a similar second-quarter figure, and **KSDO San Diego**, where June business is **highest ever** tabbed by the station since its joining the Gordon Broadcasting group two years ago. Week ending July 1 at KSDO found 20 new sponsors signed, says Manager Joseph Miller.

DOLLAR POSITION of radio stations dipped a bit last year but still holds significant profit margin for owners. New National Assn. of Broadcasters summary shows average **radio station earned 7.6%** before federal taxes last year, contrasted with the '59 margin of 7.7%. (This compares with tv, which rose for those years from 14.3% to 15.4%.) NAB's James H. Hulbert says typical radio facility showed **5.6% gain in revenue, 6% hike in costs**. "Radio stations in larger markets experienced a reduction in profits, while those in smaller market areas showed a slight increase."³

BILLBOARD ADVERTISING, hit hard in the past few years, gets another body blow from RAB. Latest summary shows consumer attitudes comparing billboards and radio draw a **pattern for radio** of (1) telling about new products better, (2) creating more interest in products, (3) making customers feel more favorably toward an advertising product and (4) better reminding consumers to buy. Timeliness of the survey coincides with peak automobile traffic during the recreational and vacation months in the summer when car listening peaks.

HYPOED PROMOTION for stations is the order of the season as broadcasters anticipate renewed interest and rising business. One strong move in preparing for **more dollar signs** in the entry column has been made by WLEE Richmond, Va., which is asking one of the two top radio stations in each of the leading 75 markets to cooperate in a **mutual sales promotion effort**. Elements in it: exchange a detailed report on all "unusual or successful sales ideas, sales or station promotion schemes, contest and program ideas" in the preceding month.

MUTUAL PRES. BOB HURLEIGH, in a fact-filled press confab in New York, pointed to some marked audience trends for his radio network this year. January through May total audiences for all four radio networks, he said, remained constant but this same audience has been "re-distributed." The shake-up has been to Mutual's gain, he noted, reporting a 23% rise in over-all per-broadcast average audiences. The five-month comparison, MBS reports, puts the network in "third place in attracting audiences" and in the single month of May MBS "came within 5,000 listeners of moving into second place."

ABC RADIO, with another network view and an encouraging sales position, said \$2 million in third-quarter billings "point to the most successful year in the recent history of the network" and indicate a sales gain of "at least 33%" for the July 1 through September billing period. So says Jim Duffy, national sales manager, who adds "We have reason to believe the upward trend will continue throughout the fall and winter season." Among the gains: sales of Don McNeill's "Breakfast Club" are up 24% from the same period last year; news and sports programs, up 15%.

ONE-STOP RADIO is the new concept of Gerold O. Kays, board chairman of Friendly Frost Inc., licensee of New York's new WTFM fm facility which begins operations next month in a glass-enclosed studio building on Long Island. The "welcome visitors" sign will be out, with residents invited to see the 20-story transmitting tower, recording studios and a sound salon which will feature custom high fidelity and music systems, fine furniture, paintings, sculpture and other art objects. Announcer staff and music selections will tie in with this sophisticated continental theme, with international selections of music now being scouted by a station team in Europe.

STEREO FM continues to make headlines—in the trade as well as the consumer press. Among news of the month were key reports quoting **John F. Meagher**, NAB v.p. for radio, and **FCC Chairman Newton Minow**. Said Minow: "Fm stereo offers a new kind of listening pleasure." His comments were circulated in the Electronic Industries Assn. booklet released at a stereo symposium sponsored in conjunction with the Music Show in Chicago. Meagher, discussing the "potential bonanza" of stereo fm sales at the same Chicago meeting, said "Fm licensees are going to be very reluctant to embark upon stereo without full assurance of full cooperation from distributors and dealers." **Cooperation among manufacturers, distributors and broadcasters** is essential, he said, in assuring the full development of the medium.

NEXT MONTH:

Part 2 of U. S. RADIO's special report on broadcasting in the public interest will appear, with emphasis on the news and public affairs aspects based on analyses of industry reports and of questionnaires sent to radio stations. There'll also be a rundown on seasonal campaigns which move into radio during the fall and a detailed report from **Nation-wide Insurance Co.**, which currently is launching an intensive network and spot radio campaign. Complementing the report on service to the public will be a rundown on new service for broadcasters: **Broadcast Clearing House**, offering automated buying and billing.

RADIO'S REACH / AUGUST 1961

AM STATIONS ON AIR*	3,602
FM STATIONS ON AIR*	889
SETS MANUFACTURED**	1,196,949
RADIO SETS IN USE†	156,394,000
CAR RADIOS††	42,600,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: The number of am stations on the air at the end of June is 3,602, an increase of 12 stations over the previous month. Applications pending total 519, while 155 stations are under construction.

FM STATIONS ON AIR: The total number of fm stations broadcasting at the end of June number 889, representing an increase of 18 stations over the previous month. There are 69 applications pending and 203 stations under construction.

SETS MANUFACTURED: Total radio output in May is reported at 1,196,949 sets (latest available figures), a jump of 72,025 sets above the previous month. Auto radios produced number 408,875, while fm radios number 49,705. Total radio production for the year-to-date is 5,911,027. Retail sales, excluding auto radios, show a rise of 142,127 sets above the April figure, totaling 745,616. Total set sales for the year through the end of May are 3,449,834, or 274,365 more than for a comparable period last year.

SPOT SALES: National spot radio sales for the first quarter of 1961 are estimated at \$40,805,000, a decrease of 7.9 percent over the estimated 1960 total of \$43,805,000. Estimated gross time sales were released by the Station Representatives Association last month in a report based on compilations of Price Waterhouse Co. Preliminary estimates for the second quarter ending June 30 indicate considerable improvement in national spot billings, according to Lawrence Webb, managing director, SRA. The estimated time sales are subject to revision upon the release of official FCC figures for the year 1960.

NETWORK SALES: Liggett & Myers Tobacco is the top network advertiser in terms of total home broadcasts delivered for the four weeks ending June 4, according to A. C. Nielsen Co.'s latest available figures. L&M delivered 313 broadcasts for a total home delivery of 141,091,000 broadcasts. In second place is Chevrolet with 218 broadcasts and a total of 123,039,000 home broadcasts delivered. Following in third, fourth and fifth places are R. J. Reynolds Tobacco, Standard Brands Inc. and the Mennen Co. Topping the list for commercial minutes aired is Chevrolet with 200, and total commercial minutes delivered, 106,809,000. Liggett & Myers is second with 240 minutes aired and 100,133,000 minutes delivered. Standard Brands, Mennen and Pharmaco Inc. follow in third, fourth and fifth places. ■

*FRC: June **EIA, May FIBAB estimate, June 1960, FIBAB estimate, July 1961.



TIMEBUYS

AMERICAN HOME FOODS

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

Product: CHEF BOY-AR-DEE ITALIAN FOODS

Lack of available funds forced the agency to switch part of its advertising budget from television to radio for Chef Boy-ar-dee Italian foods. Schedules, which began in late July, have been placed in several major markets scattered throughout the country. Some will run through September and the remainder will continue until the end of the year. Frequencies range from 10 to 15 per week for the minute and 30-second announcements. Housewife times—late morning and early afternoon—carry the bulk of the commercials. Timebuyer is Tom Viscardi.

AZCO

Agency: *McCann-Marschalk, Cleveland*

Product: MANURE SPREADERS

A one-month campaign beginning in the middle of August opens for the New Idea Farm Equipment division's line of manure spreaders. The drive will saturate rural markets. Timebuyer is Rosaly Goudek.

(For further information on farm market buys see Hess & Clark and J. I. Case Co.)

BURLINGTON INDUSTRIES INC.

Agency: *Donahue & Coe Inc., New York*

Product: SUPPORT HOSE

The textile manufacturer is expected to launch a 57-market campaign in early September for its Support

Hose line. The drive will probably run for about nine weeks. Timebuyer is Gerald Melum.

J. I. CASE CO.

Agency: *Western Advertising, Racine, Wisc.*

Product: FARM IMPLEMENTS

A seven-week campaign that began in early August is grinding out for the manufacturer of farm equipment. The announcements concentrate on selling the company's line of tractors. Frequencies run about 10 commercials per week with rural markets getting all the business. Charles Wright is the timebuyer.

CREAM OF WHEAT CORP.

Agency: *BBDO, Minneapolis*

Product: CEREAL

In preparation for a full-scale campaign in the fall, the cereal maker has purchased short schedules for July and August in about 50 markets. The schedules run from Monday to Friday at the rate of about five per week. Two to three stations per market are broadcasting the 20s and 30s during the day and traffic times. Timebuyer is Betty Hitch.

J. H. FILBERT, INC.

Agency: *Young & Rubicam, New York*

Product: MRS. FILBERT'S MARGARINE

A 12-market campaign along the eastern seaboard was launched for Mrs. Filbert's Margarine in mid-July. The drive will continue for about six weeks, using minutes during daytime hours. Timebuyer is Gene Camoosa.

HESS & CLARK

Agency: *Klau-von Pietersom-Dunlap, Milwaukee*

Product: POULTRY AND SWINE FEED ADDITIVE

Schedules running through the summer and fall were placed by the animal products company for its mf-180 feed additive for poultry and swine. Rural areas with large concentration of those animals have received the schedules. Timebuyer is Ed Ritz.

NATIONWIDE INSURANCE CO.

Agency: *Ben Sackheim, New York*

Product: AUTOMOBILE INSURANCE

The insurance company has moved full force into radio to push its auto insurance with the bulk of a \$350,000 advertising budget earmarked for 237 stations throughout the country. The campaign began in late July and will run for about two months. The commercials will stress the results of a recent survey which showed that 90 per cent of Nationwide's more than two million policy-holders renew their coverage with the company. Dick Goldsmith is the timebuyer.

REXALL DRUG CO.

Agency: *BBDO, Los Angeles*

More than 100 markets on the ABC, CBS, MBS, NBC and Keystone networks will carry commercials this fall as part of Rexall's "one-cent sale" promotion. One of the largest single promotions in the company's history, the "one-cent sale" is one of five major campaigns planned by Rexall for the latter half of this year. No word yet on the company's radio plans for the other campaigns.

Continued on page 11

pendent v
ur article
siderable in
U.S. RADIO
ing Results.
ted in a few
probably pr
experiment
radio sta

LETTERS

CORRECTION

We have read with much interest in your July issue the article entitled *Radio: Rx For Winter Drug Clients* and note in this article that it has twice mentioned our use of radio.

We just want to correct one impression, however, for in listing Chap Stick with other proprietaries using radio you refer to it as "a truly wintertime item."

Chap Stick is also truly a summer item for those who love the great outdoors, and for the past two months we have been using NBC's *Monitor* to tell them so. This is our second summer season on *Monitor* and our campaign this year on that medium was double that of last summer.

I just thought I would like to set the record straight.

EVERETT BOND
Vice President
Chap Stick Co.
Lynchburg, Va.

TEEN MARKET

Just today, I was looking over the June 1961 issue of U.S. RADIO, and came across an article that I think is exceptionally good. This article, *\$10 Billion Teen Market—and Radio Owns Them*, begins on page 35.

I would like very much to have five tear sheets of this article. In the event this isn't possible at this late date, I would like very much to have five duplicate copies of the entire magazine.

JOHN P. STRENGTH, JR.
KECK
Odessa, Tex

WHY DETROIT LOVES RADIO

Please send us 10 copies of your June edition of U. S. RADIO, or, preferably, 10 reprints of the article *Why Detroit Loves Radio*.

You are doing a good job with U. S. RADIO. It has become a part of my regular reading habit.

ED CARROLL
President
WGAD
Gadsden, Ala.

SUMMER RADIO

We are very much interested in an article which appeared in the June issue of U. S. RADIO beginning on page 45, entitled *Summer Radio, Big Auto Tune-in for Sponsors*.

We would appreciate receiving 10 reprints of this article.

J. A. LUCAS
J. A. Lucas Co.
Los Angeles

PREDICTION

Your objectives are high, but I predict you're going to reach and surpass them. Lots of luck to you.

CECIL WOODLAND
General Manager
WEJL
Scranton, Pa.

THOUGHTFUL

I appreciate your thoughtfulness in sending me a personal copy of U. S. RADIO under the new format. Con-

gratulations on the continued success of your fine publication,

ROBERT W. SARNOFF
Chairman of the Board
National Broadcasting Co.
New York

IN AGREEMENT

I am looking forward to U. S. RADIO's new emphasis and, as a long-time subscriber, I wish you much more success. I am in accord with your announced policies.

ARCH HARRISON, JR.
Program Director
JWFVA
Fredericksburg, Va.

"GUTS"

I'd like to congratulate you folks on your "Minow" editorial. It takes a certain amount of guts to stand up and be counted these days, and most of us are content to grumble to ourselves. U. S. RADIO increasingly appears to be the voice of the industry.

JUD ROBERTS
Manager
KBIM
Roswell, N. Mex.

\$650,000 SUCCESS STORY

Your staff did a fine job on the article in the June issue, *\$650,000 Success Story*, which we feel exemplifies radio's great but often unsung potential.

G. COMTE
General Manager
WTMJ
Milwaukee

TIMEBUYS

Continued from page 9

STANDARD BRANDS INC.

Agency: *Ted Bates & Co., New York*

Product: BLUE BONNET MARGARINE

In the second of a series of radio tests, a 13-week drive will open for the spread on August 28. Schedules have been purchased in 15 major markets in the southeast. Frequencies for the minute and 30-second ets range from 50 to 75 per market. About three or four stations will be used in each market. Bill Abrams is the timebuyer.

STANDARD TRIUMPH MOTOR

Agency: *DCS&S, New York*

Product: MOTOR CARS

A 26-market drive, centering on the east and west coasts, opened for the automobile manufacturer in early August. The schedules, using minutes during traffic times, will continue for about four to eight weeks. Timebuyer is Don Miller.

STERLING DRUG INC.

GLENBROOK LABORATORY DIVISION

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: ENERGINE CLEANING FLUID

A 12-week campaign that began in the middle of July and is expected to run for about 12 weeks is scouring the country for the cleaning fluid. A total of 15 markets are involved in the drive. Commercials are all minutes. Timebuyer is Fred Ducak.

SUPERMARKETS AND FOOD

PRODUCTS

Agency: *Co-Ordinated Marketing Agency, Inc., New York*

A number of supermarkets and food manufacturers, including Safeway, Daitch-Shopwell, Dugan Brothers Bakers, Dorman Endicot cheese, Treat potato chips, Ehlers coffee, Aunt Millie's sauces, Joyva Food Corp. and French-import Bon Bel cheese, will soon switch to radio in a saturation campaign along the east coast. For full details see *Foods: Radio's \$76 Billion Question* page 13. ■

Houston's

TOP

station at the

lowest

cost per

thousand

1st WITH THE MOST K-NUZ

THE LEADER IN HOUSTON — 24 HOURS

Affiliated with K-QUE — Houston's
TOP FM STATION

MEMBER OF TEXAS QUADRANGLE
IN HOUSTON, CALL DAVE MORRIS
JACKSON 3-2581



THE KATZ AGENCY, INC.

National Representatives



ROBERT E. EASTMAN

President, Robert E. Eastman & Co.

Winner of the August Silver Mike Award



In 1937, a young graduate of Ohio Wesleyan University landed a job at NBC as a page boy. A bass soloist in his college choir, he wanted to make singing his career. In those days NBC had the Page Boy Quartet, occasionally heard on the network. He made the quartet but not the career. For Robert E. Eastman, 48, now president of the representative firm bearing his name, chose a career in radio that applied his bass

voice to salesmanship instead.

His rep firm, which represents radio station exclusively, is thriving with 43 busy accounts. It celebrated its third anniversary in June by moving into newly decorated offices at One Rockefeller Plaza.

Eastman is as enthusiastic about his company's future as he is about the prospects for radio. "Radio is on the threshold of tremendous growth," he says. "In the next five to 10 years, spot radio volume may reach the billion dollar level."

Eastman's projection is not a wild guess; it is based on 21 years of experience in both network and spot radio sales. He got his start in network.

Three months after joining NBC as a page, he took an announcers' audition; but the network gave him a title—assistant eastern local program manager—and a salary—\$25 a week. Eastman took both, turning down an offer to sing for \$90 a week.

In 1910, NBC Spot Sales tapped him for a selling job. He stayed one year and then, still with NBC, became the only local salesman for WEAJ and WJZ New York, flagship stations of the Red and Blue networks.

ABC Spot Sales was formed the following year, and Eastman left NBC to join its sales force.

His long term association with national spot radio continued the following year, when Eastman joined John Blair & Co. He had risen to executive vice

president in charge of radio for Blair, when, in 1957, Leonard Goldenson, president of the American Broadcasting Co., offered him the post of president, American Radio network.

Back in network with his colleagues at ABC, Eastman fashioned far-reaching plans to reorganize and vitalize network radio. But that summer their progress was interrupted and eventually halted by an ironic, isolated development—the Asiatic flu. ABC, dependent on revenues from American Broadcasting-Paramount Theatres Inc., the parent company, was caught short of funds; the flu scare forced scores of movie-goers to stay home and theatre revenues dropped markedly.

In April, 1958, Eastman resigned from the network, and set to work making some plans of his own. He transferred his office and installed a business telephone in his home in Waccabuc, N.Y. The first telephone call came from Dick Buckley, then president of WNEW New York. Would Eastman represent his station? His next call was from John Box Jr., president of the Balaban Stations Inc. Would he represent WIL St. Louis and WRIT Milwaukee?

Eastman gave the requests a week's thought. His affirmative answer put him into the radio rep business by June 2. He still has the two Balaban stations among his total of 43, but WNEW last spring announced it would represent itself directly to national advertisers.

Robert Eastman is obviously a man who loves his work. A combination of imagination and hard work has made radio work for him. He is constantly looking for better ways to sell the medium. His most recent contribution is a radio presentation he plans to show to decision-makers in agency and client ranks. He thinks now is the time to break it—with long range goals in mind. "It is significant," says Eastman, "that there is now a growing awareness among agencies and advertisers that they have been missing something in spot radio; they have not understood its basic appeal and how to use it." But they want to understand and use it, he says, and hopes that his radio presentation will be as much an educational force as a selling implement. ■

FOODS: Radio's \$76 billion question

How can radio get a bigger share of food advertising budgets? Some professionals in the field give their answer.



Switch to radio is move of Lester Wolff, l, whose Co-Ordinated Marketing Agency, N.Y., is moving most of its \$8 million food billings to radio from papers. At r, Harry Taxon, g.m., Daitch-Shopwell.

Food is the Number One retail business in America. It boomed right on through recession-ridden 1960 to an all time peak of about \$76 billion in total consumer spending, which should pass the \$78 billion mark by this year's end and push right on up to a staggering \$105 billion by 1970.

And food is both a joy and concern to radio.

The joy arises from the fact that national and regional food advertising tops all other product categories in radio investments.

The concern stems from the awareness that it still is not enough. Of an estimated \$500 million spent annually by national and regional food advertisers, television gets about half, newspapers about a quarter, while radio and magazines share the remaining quarter—with radio getting the smaller wedge. It is a situation that puzzles not only the radio industry, but many knowledgeable persons in the food business.

Why, they ask, is radio's economy and proven reach not being put to better use by many food advertisers?

BOTH PRODUCTS AND STORES ARE TURNING TO RADIO



Paul S. Willis, r, president of Grocery Manufacturers of America, foresees U. S. food business of \$105 million in 1970. With him is Carl Shaver, president, International Supermarkets, with whom he discusses upcoming international food fair.



"Talk personalities," both local and network, are used by many products in their radio efforts. Here Richard Herrle, r, brand manager for Nestle Decaf, talks food retailing with CBS Radio star Garry Moore.

The fault is partly radio's for too often concentrating its pitches at the national advertiser level before first selling itself to the local food retailers. The rest of the blame rests with the advertisers who too often are torn between an "ancestor worship" of newsprint or a complete surrender to the blandishments of television.

At any event, two recent developments hopefully point to a better future for radio in the food advertising field:

- In New York City, an agency specializing in both supermarkets and in packaged food products and which for its 17 years has put most billing in newspapers, is now switching the major share of its \$8 million billings to radio.

- In New Haven, a research institute turned up the rather astonishing fact that children and teenagers (although they are the chief consumers of the heavily tv-promoted breakfast cereals) show practically no awareness of cereals' value for health—an indication that television may be a little stronger in glamour for the advertiser than in communication to the public.

The New York shop that is leading nine of its food product and supermarket chain clients into radio is the Co-Ordinated Marketing Agency, Inc., of 575 Lexington Ave. (See first page of this report.)

The move is by no means a haphazard one; it is based on the successful results of a series of radio tests conducted last summer by the agency in New Jersey, New York and Connecticut markets. Safeway Stores, one of the agency's supermarket chain clients, reports a 20% increase in sales volume since it has gone into radio.

The other Co-Ordinated Marketing food clients who are about to join Safeway in saturation radio along the East coast are Dugan Brothers Bakers, Daitch-Shopwell supermarkets, Dorman Endicot cheese, Treat potato chips, Ehlers coffee, Aunt Millie's sauces, Joyva Food Corp. and French-import Bon Bel cheese.

Behind the switch to radio is the conviction (and the proof) that image-stressing is the key to success

in the highly competitive food business. Radio will be used for institutional advertising to build the food product and store images; only the pricing data will be left to the newspapers.

"Standing out from the crowd," says Lester L. Wolff, president of Co-Ordinated Marketing, "is becoming the prime objective of the food industries. Competition is keener than ever at the retail level. As a result, price differentials are less pronounced. One store is cheaper today, another tomorrow. But there is no significant difference in most cases.

"To bring in business today," says Wolff, "a food outlet must rely heavily on its service personality, on the positive attitudes which a patron has towards it. Our tests last summer showed that local radio spots provide the best results for supermarkets."

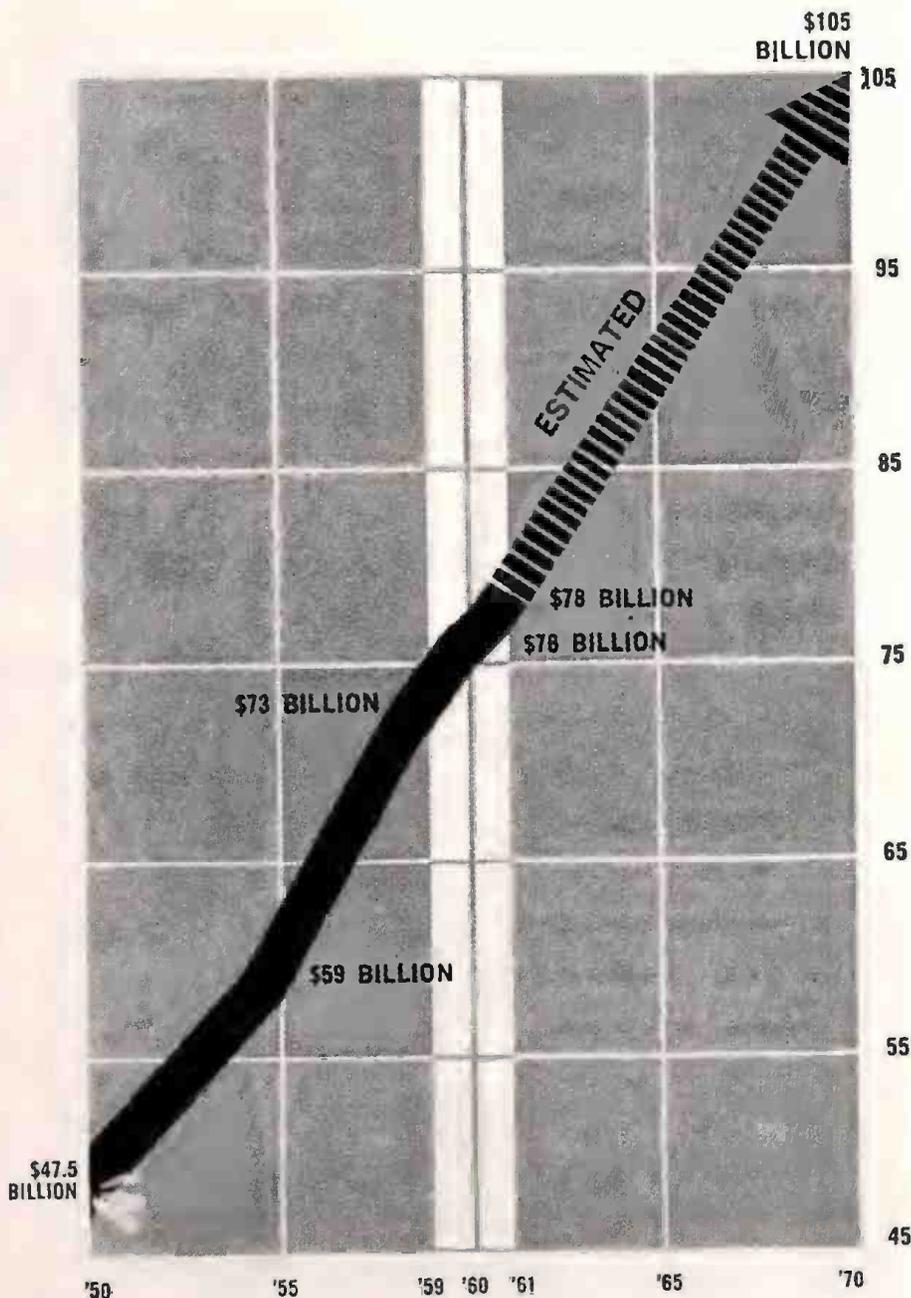
Since supermarkets are the prime outlets for all food products (over 60% of all food sales are accounted for at supermarkets), it follows that the advertising medium which best serves the supermarket also serves the food manufacturer most profitably.

Wolff, who in addition to heading the agency also is consultant to a string of retail food and drug concerns in the New York area doing over \$1 billion a year, believes radio will soon become the primary medium for food retailers and for food manufacturers who are building a company image. He points to radio's low cost per contact, its selected (housewife) audience, its frequency and flexibility, and the special advantages it offers retailers and food packagers in using local radio personalities as food salesmen.

On the food front, radio has acquired a valuable ally in Wolff and his Co-Ordinated Marketing Agency. His merchandising staff of nine men under Manager Nat Argento all are out of the retail food industry. Argento himself is a former food store manager.

In addition to heading the agency, Wolff, who was once a newspaperman, vaudeville entertainer and a camouflage expert during World War II, is executive director of the

RADIO'S FOOD \$ POTENTIAL RISES SHARPLY WITH FOOD CONSUMPTION



Retail dollars spent on food in the U.S. are expected to more than double in the two decades between 1950 and 1970, Grocery Mfgs. of America analyses show. Now \$78 billion, sales might peak at \$105 billion in nine years.

5,000-member New York Conference of Retail Grocers, marketing consultant to such supermarket chains as Associated Food Stores, Pioneer, Sunrise, Grand Union, Kings, Einhorn's, Fairmont, Kollners, Dilbert Brothers, Daitch-Shopwell, as well as consultant to N.Y. State Food Merchants Assoc., N.Y. State Pharmaceutical Assoc., NBC and CBS.

Commercial copy now in the works for the various Co-Ordinated Marketing clients is soft sell, aimed at boosting store traffic and making both products and stores attractive to listening housewives. Both sets and live copy will be used, and announcements range in length from 10 seconds to minutes. They will run weekends as well as week days with probable heavying up on Thursdays and Fridays for end-of-the-week shopping.

The suspicion that money can't buy everything when it comes to food advertising was raised by the New Haven study of children's and

teenagers' attitudes concerning their knowledge of and the value they place on various foods.

The study is by the John Slade Ely Center for Health Education Research, Inc., a non-profit and non-partisan organization which conducts research into the public's practices and attitudes regarding health. Associated with the Ely Center is Better Broadcast Bureau, Inc., of New York, which is able to direct some of the organization's findings, especially in the mass-consumed food and drug areas, to the top echelon of American corporations and advertisers.

In this latest study, the Ely Center found that the mass media approach of many of the country's largest food companies apparently is not doing the intended job, despite the lavish expenditure of ad funds on highly expensive media. In such heavily tv-promoted items as cereals, the largest group of consumers—children and teenagers—recorded negli-

ble awareness of their value for health.

When queried on what foods they considered important for "health, strength and mental ability," teenagers showed only fractional awareness of cereals, while children showed virtually none. Categories such as meats, milk and vegetables accumulated heavy response.

At present, the Better Broadcast Bureau has placed the findings in the hands of a major food advertiser together with a proposal on how radio can become an integral part of the total advertising strategy and help establish the necessary awareness.

"Many major food advertisers are learning that the glamour of tv programming, the eye-appeal of a print color spread can be matched by the productivity of a well-conceived, comprehensive radio campaign," says Clifford J. Barborka, Jr., president of BBB.

Continued on page 48



RADIO AND CCA MOVE CARLOADS OF FOOD

ABOUT 175 local groceries across the country along with scores of national food manufacturers have experienced dramatic proof of radio's potency as a food-seller during the past six years of an advertising-merchandising campaign called Community Club Awards.

One 13-week campaign last fall, for example, on WGBS Miami, heaped up a "proof-of-purchase" pile that included: 72,897 Wise potato chip bags, 1,051,468 Coca-Cola bottle caps, 20,081 Orange Blossom fruit juice containers, 71,232 Velda Dairies milk cartons, and \$3,347,837 in Food Fair supermarket cash register tapes.

Another CCA campaign last April on KMHL Marshall, Minn., resulted in an impressive mountain of "golden garbage" worth \$7,961,590 before it became garbage, included over 50,000 Pepsi-Cola bottle caps and 40,000

Continued on page 48

Proof-of-purchase test shows Williamsport, Pa., clubwomen checking piles of grocery tapes and empties to WTVB in competing for Community Club Awards.

1961 EDITORIALIZING

U. S. RADIO study shows striking contrast with NAB survey of 1958 on how, and how many, radio stations are now editorializing.



PART 1 OF A
TWO-PART
FEATURE ON
RADIO'S PUBLIC
SERVICE IN
1961

THE editors of U.S. RADIO have just completed what looks like a most significant sampling of radio station editorializing.

Three years ago, at the 1958 Fall Conferences, the NAB asked stations to fill out a questionnaire indicating if they were editorializing regularly.

There were 46 replies in the affirmative, and of these stations by far the greatest majority had been editorializing for more than a year.

Recently, with the co-operation of leading station representative firms, U.S. RADIO queried a sample of comparable size (62 stations) and found that 65% had begun editorializing since 1958.

In other words, there seems to be a rapid step-up in the rate at which stations are undertaking editorializing responsibilities—a fact which should encourage both the NAB and the FCC, which have long urged this development.

Of the 62 stations in the U.S. RADIO sample (see box on page 20) 30 indicated that they were now editorializing regularly, 32 occasionally.

There are 21 who say they began editorializing in either 1960 or 1961.

But such statistics, however comforting, do not begin to measure the vitality of the editorializing movement.

Responses to a U.S. RADIO question on the subjects of "your last three editorials" brought an astonishing variety of answers, ranging across such a broad scope as: behavior of Americans in Mexico, volcano eruption in Hawaii, whether beer should be sold in grocery stores, the first

dalism (WWDC Washington), a local bond issue for Houston (KNUZ Houston), Criminal Court relocation (WBBM Chicago), police and weapons (WKRC Cincinnati), the Manhattan power failure (WCBS New York), the reorganization of the city's government (KQBY San Francisco).

State and regional problems which command broadcaster attention included such diverse subjects as State Commission for Albany Rehabilitation (WTRY Albany-Schenectady-

of editorials on a number of stations including WMCA New York and WJTN Jamestown, N.Y. Communism was discussed on WDOK Cleveland and KQBY San Francisco as well as on many more.

Among more general subjects, broadcasting's equal time controversy got editorial treatment on KCBS San Francisco and on WWDC Washington, among others. WDSU New Orleans discussed violence on tv, and WKRC Cincinnati spoke against pacifists. WPBC Minneapolis took up the Berlin issue.

Typical of the diversity of approaches which even stations relatively new at editorializing are now using is the report from WSPD Toledo.

WSPD began its editorials on January 2, running them once weekly for the first six months of the year, and stepping up its schedule to five weekly on July 3.

Its last three editorial subjects have been (1) The need for industrial development of the Greater Toledo Area; (2) controversy between a State legislator and a Toledo hospital over an addition to the hospital; (3) the need for better candidates to file in the upcoming City Council election.

WSPD's Managing Director Regie Martin writes: "We regard our editorializing as one of the finest moves we have ever made. Public reaction has been enthusiastically and overwhelmingly favorable."

Among the editorializing veterans, WJAG Norfolk, Nebraska believes it may have broadcast the first radio editorials on the air in 1922, and after 39 years is still going strong.

Its most recent editorials included these subjects: (1) freedom isn't free (4th of July); (2) the pros and cons of the 23rd amendment; (3) don't condemn broadcasting for the personal shortcomings of a few entertainers.

As to editorializing results, WTVN Columbus reports that a single editorial which ran five times on one day only, and branded the Tractors for Prisoners deal as "blackmail," drew 10,045 letters from listeners.

Some broadcasters such as Dick Gilbert, KYND Tempe, Ariz., have a record of editorializing which goes back many years and covers many

Most radio editorials concern local issues

Local or state politics and issues	23
Local civic issues	21
Federal government, politics and policies	17
Traffic, driving, parking, automotive safety	15
Young people, education, schools	12
Health	11
Recreation	11
Business conditions, issues	9
International subjects, issues	8
Ethics	5
Farming	4

According to replies sent to U.S. RADIO in a recent questionnaire, 49% of current radio editorials are concerned with local issues, and 16% with regional and state problems. An analysis of 136 editorials picked at random showed this breakdown.

space shot, putting "vacant store windows to work," federal aid to education, and the depressed look of down-town areas.

A breakdown of subjects showed that roughly 49% were concerned with local issues, 16% with regional or state issues, and 35% with national issues.

Local subjects on which broadcasters took editorial sides included such topics as: the Lake Washington Bridge (KOL Seattle), city zoning (KYW Cleveland), school van-

Troy), unemployment (KMOX St. Louis), the Indiana legislature (WXLW Indianapolis), an amendment to the Texas Constitution (KONO San Antonio) and narcotics laws (KTLN Denver).

Out the national scene, four stations sent in editorials on the recent Tractors for Freedom movement (KRAK Sacramento, WICC Fairfield, WOAI San Antonio and KRUX Phoenix).

The post-war relationship between Germany and Israel was the subject

stations. Gilbert claims such experience at WHN New York (now WMGM), KTYL Mesa (now KBUZ), and KPOK Scottsdale, Ariz.

Typical of stations which have recently joined the rush to editorializing are WSVA Harrison, Va., and WFBM Indianapolis, who have reported to U.S. RADIO that their editorial schedules were beginning in August.

At a majority of stations, editorials are delivered in person by the station manager or owner.

But this is by no means a universal custom. WPBC Minneapolis, for example, says that its efforts "have taken many forms." For a year and a half WPBC had a full time commentator whose sole function was to write three or four editorials a day on "any and all pertinent issues."

In addition, station President William V. Stewart has been on the air for 10 years with a 1 to 1:30 p.m. *Scrapbook* program in which he has broadcast editorial opinions. The station news editor, Bob Bradley, also editorializes "as the interest demands" on specific local, national or international issues. And Mrs. Beck Ann Stewart presents in *One Woman's Viewpoint* a series of one-minute statements on her own views.

WPBC also broadcasts via telephone recording opinions of listeners, and many stations go out of their way to present opposing viewpoints to those of station management.

One such example of this was the recent appearance on WBBM Chicago of Mrs. Margaret Mahoney, representing the United Property Group, to answer an editorial by General Manager E. H. Shomo on a proposed Garfield Park site. All CBS-owned stations make a policy of encouraging on-the-air rebuttal for their editorials.

The fact that alert radio station managements are not hesitating to take vigorous editorial sides in bitter community battles was born out by an incident last month in Miami. WAME seized on the firing of City Manager Melvin Reese, as an example of City Commission efficiency, and blasted the commissioners with 10 editorials a day, calling them guilty of "political railroading" and "power politics of the worst sort."

A few of the many broadcasters who editorialize regularly



*Simon Goldman, WJTN
Jamestown, N.Y.*



*R. Peter Straus, WMCA
New York City*



*Manny Slater, KRAK
Stockton, Cal.*



E. H. Shomo, WBBM Chicago

Literally hundreds of thoughtful and responsible radio station operators are now editorializing on a regular basis. Shown here are four who were selected only to illustrate that radio editorializing is vigorously pursued at the top management level in both large and small cities, and by both network and independent stations. Some stations have been editorializing since the early 1920s.

Interestingly enough, a Miami tv outlet, WTVJ also carried editorials on the Commission fight but, according to the *Miami News*, "WAME took a stand on the Reese issue so firm that WTVJ's much acclaimed editorials sounded like tentative whispers in comparison."

Among radio broadcasters noted for the vigor of their editorial views, few have received such nationwide publicity as Peter Straus, president of WMCA New York, who is pursuing the same active editorializing policy instituted by his father, Nathan Straus. WMCA provoked

a storm of both praise and hostile comment in the last presidential election when it came out editorially for John F. Kennedy.

Such incidents, unthinkable as short a time ago as 1946, are dramatic episodes in a movement which, according to reports received by U.S.

A SAMPLE OF U.S. RADIO STATIONS WHICH ARE NOW

Recently, when U.S. RADIO with the help of leading station representative firms sampled a cross-section of stations on the subject of editorializing, it found that more than half had begun to air

CALL LETTERS & CITY	REGULAR	OCCASIONAL	YEAR BEGUN
KENS San Antonio, Texas		•	1959
KFOR Lincoln, Neb.		•	1960
KFYO Lubbock, Texas		•	1959
KGMB Honolulu, Hawaii	•		1961
KGMC Denver, Colo.		•	1958
KGMI Bellingham, Wash.		•	
KMO Tacoma, Wash.		•	
KNGS Hanford, Calif.		•	1958
KNUZ Houston, Texas		•	
KOL Seattle, Wash.		•	1956
KONO San Antonio, Texas		•	1957
KOTE Fergus Falls, Minn.	•		1959
KRVN Lexington, Neb.		•	1951
KTUC Tucson, Ariz.	•		1961
KVFD Ft. Dodge, Iowa	•		1955
KVEC San Luis Obispo, Calif.		•	1960
KVWO Cheyenne, Wyo.	•		1960
KWNO Winona, Minn.	•		1961
KXO El Centro, Calif.		•	1956
KXXX Colby, Kan.		•	
KYND Tempe, Ariz.	•		1961
WACO Waco, Texas		•	1956
WADK Newport, R.I.	•		1956
WAZL Hazelton, Pa.	•		1960
WBOF Virginia Beach, Va.	•		1956
WCAO Baltimore, Md.		•	1960
WCAW Charleston, W. Va.	•		1961
WCHS Charleston, W. Va.	•		1960
WCSC Charleston, S.C.		•	1959
WDAE Tampa, Fla.	•		1958
WDRC Hartford, Conn.	•		1961

RADIO, is gaining power, momentum, depth, courage, and supporters every day.

Pennsylvania Gov. David L. Lawrence, speaking last month at a festival held by station WBCB, Levittown, Pa., voiced the opinion about editorializing which is held by most

responsible industry leaders: "We are approaching a new epoch in American broadcasting. The days when a radio station was supposed to keep its hands off community affairs and maintain a discreet silence on controversial issues are passing from the scene.

"I am grateful for their demise, for they caused far too many valuable communications outlets to muzzle themselves and drown in the clatter of musical fads and gimmicks. The radio station of today has awakened to new responsibilities. It has a new sense of direction." ■

EDITORIALIZING SHOWS THAT MANY BEGAN IN '60-'61

editorials in the past two years. This partial list of stations—with starting dates—shows the growing movement which has FCC, NAB backing. Frequency is shown.

CALL LETTERS & CITY	REGULAR	OCCASIONAL	YEAR BEGUN
WDOK Cleveland, O.		•	1957
WEAQ Eau Claire, Wis.		•	1960
WEMP Milwaukee, Wis.		•	1960
WFDF Flint, Mich.		•	1960
WFYI Mineola, N.Y.	•		
WGHQ Saugerties, N.Y.		•	
WHIM Providence, R.I.	•		1960
WHIT New Bern, N.C.	•		1961
WIKY Evansville, Ind.		•	1960
WITH Baltimore, Md.		•	1959
WIZZ Streator, Ill.		•	1958
WJAG Norfolk, Neb.		•	1922
WKAN Kankakee, Ill.	•		1960
WKRC Cincinnati, O.	•		1958
WKST New Castle, Pa.	•		1961
WLAC Nashville, Tenn.	•		1946
WLOS Asheville, N.C.	•		1961
WLSM Louisville, Miss.		•	1960
WMAL Washington, D.C.	•		1960
WMAX Grand Rapids, Mich.	•		1953
WOCB Cape Cod, Mass.	•		1958
WOOD Grand Rapids, Mich.	•		1961
WPBC Minneapolis, Minn.	•		1959
WRRR Rockford, Ill.	•		1956
WSOC Charlotte, N.C.	•		1961
WSPD Toledo, O.		•	1961
WTCM Traverse City, Mich.		•	1959
WTVN Columbus, O.		•	1961
WVAM Altoona, Pa.	•		1959
WVIP Mt. Kisco, N.Y.		•	1957
WWIL Ft. Lauderdale, Fla.		•	

WHAT JOE CULLIGAN THINKS OF RADIO TODAY

A profile of the man who, after 10 years in tv,
made network radio an exciting advertising medium;
what agency man Culligan sees in radio's future

IF you accept the opinion of a man's business friends who know him well, Matthew Joseph Culligan is perhaps the closest a man can come to being a broadcasting legend.

It's not unusual for entertainers to wear legendary garb in the eyes of their audiences; it's something else again when a behind-the-scenes man can achieve this rapport with his business associates. A close friend has called Culligan "the most magnetic man in the business."

Perhaps it was this personal magnetism that drew Marion Harper Jr., president of Interpublic to offer Culligan jobs, as Harper publicly stated, "over several years."

Culligan and Harper finally got together in April 1960 when Joe's contract as executive vice president of the NBC Radio network expired. He left that post to become a director and general corporate executive for Interpublic (the parent company of McCann-Erickson Inc., New York).



Photo by Victoria Beller



The Culligans at home prefer out-of-doors life, here perch atop the family's jungle gym. From left to right are: Joe, his daughter Eileen, son Kerry, daughters Carolyn and Susan, and his wife, Doris, an accomplished equestrienne.



*Culligan introduced programs like *Life and the World*, which combined magazine-radio journalism, to pep up NBC Radio in 1957. He discusses it here with Andrew Henckell, *Time Inc.* ed. chmn. and Robert Sarnoff, NBC ed. chmn.*

What has made Joe Culligan the kind of man who is worthy of this persistent bidding?

One of Joe's closest associates in the NBC days has said that Joe Culligan has three assets that make him a great executive. "First, Joe has amazing energy. He never let anything stand still in his life. Second, he has a phenomenal ability to sell and administer. Third, and perhaps most important, Joe has an infinite capacity for getting along with others."

Robert Sarnoff, president of the National Broadcasting Co., was impressed with the Culligan touch, too. In 1956 when he asked him to take the NBC radio helm and steer in a new direction. Culligan had already been with NBC since 1950, but had put all of his boundless energy into promotion and sales management for the television network.

His first job at the network demonstrated his ability to take a loser and make it win. He was hired as a specialist for *Today*, an NBC property that had the potential of a great show, but was collapsing financially. Culligan, the master promoter and salesman, restyled the sales approach into a format that has been successful for more than 10 years.

With *Today* back on its feet, the network decided to try the same format for late evening and put Culligan to work on the *Tonight* show.

Culligan's next job was to develop a variation of these techniques for the day-time *Home* show starring Arlene Francis.

His success as a sales and promotion expert for these programs led NBC to install him as national sales manager for the NBC television network, and eventually, vice president for sales, NBC television.

By 1956, then, Joe Culligan had risen to a post of high command in television, the most glamorous medium in America. Television network billings in that year reached \$367 million; network radio hit a low of \$15 million.

Why, then, in the face of television's prosperity and glamour, did a man like Joe Culligan move to net-

Continued on page 43

Radio's destiny: creative consideration not ratings

Cliff Barborka of Better Broadcast Bureau
outlines what's wrong with radio's numbers game

By Clifford J. Barborka

RADIO's fight to free itself from the present strait jacket in national billings has to be based on one underlying premise.

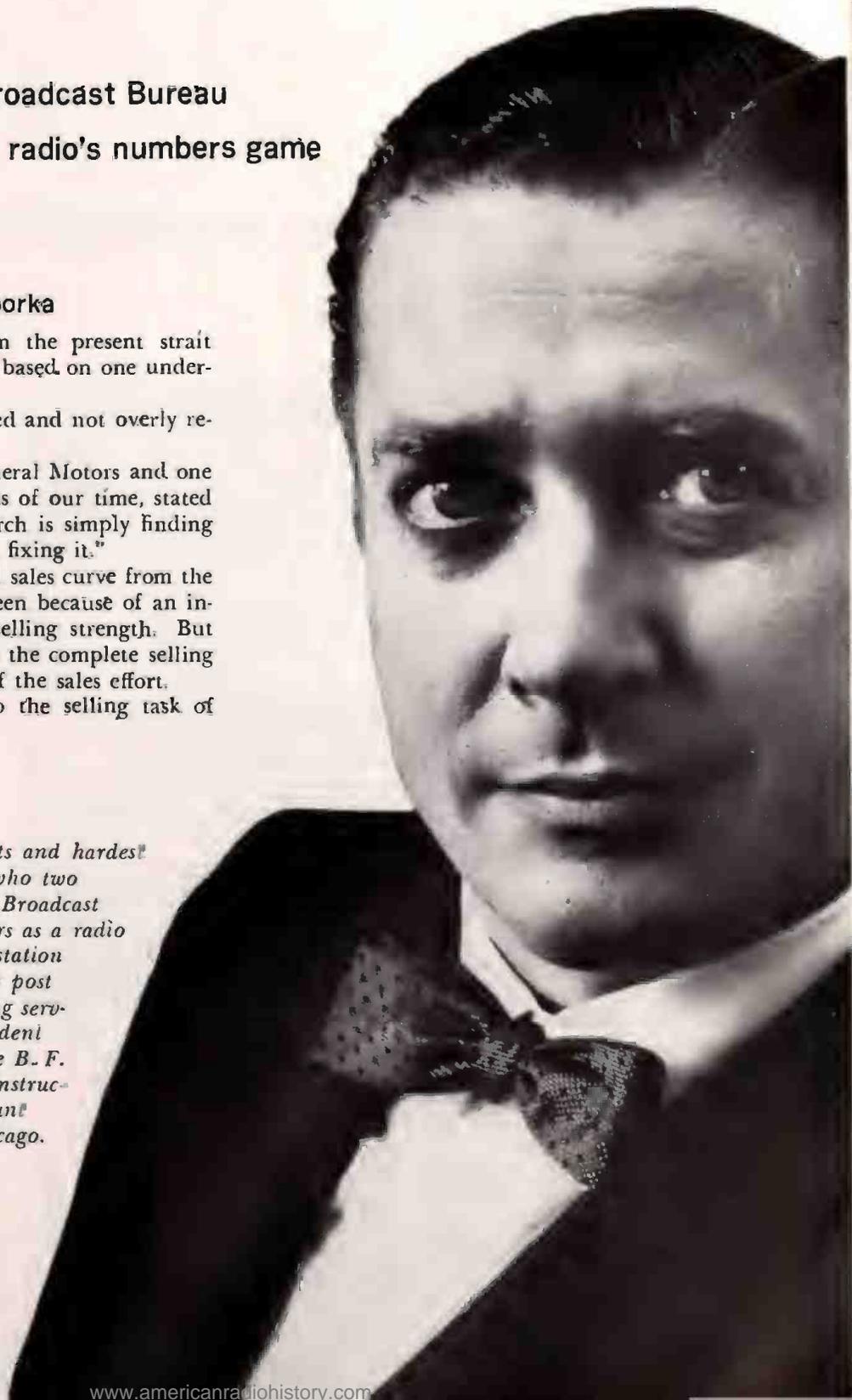
Radio must be creatively considered and not overly researched.

C. F. Kettering, the genius of General Motors and one of the most imaginative industrialists of our time, stated it clearly when he said: "All research is simply finding out what's wrong with a thing, then fixing it."

Radio's battle to move its national sales curve from the horizontal to the vertical has not been because of an inherent weakness in the medium's selling strength. But radio has allowed other media to do the complete selling job, while it concerns itself with half the sales effort.

There are basically two halves to the selling task of any medium.

One of radio's most vocal proponents and hardest hitting salesmen is Cliff Barborka, who two months ago formed the new Better Broadcast Bureau in New York after nine years as a radio sales executive with the John Blair station representation firm. His most recent post there: v.p. for creative and marketing services. He's worked for Lever's Pepsodent division, as a sales consultant for the B. F. Bills Co., Northwestern University instructor in salesmanship and as an account executive at NBC Spot Sales in Chicago.



WHAT RATINGS CAN DO

They provide a measure of how effective a station is, programing in various time periods and whether a personality is doing the intended job.

They can provide a barometer for the rise and fall of certain program types by indicating trends of acceptance.

They can set up warning signs for sales problems.

WHAT RATINGS CAN'T DO

Numbers are not a substitute for programing or selling.

They will not help establish community identification.

They will not establish listener and advertiser loyalty.

They will not help create the necessary station sound image that influences and produces sales at the retail counter.

They are not a substitute for image-building promotion.

The first and most important consists of creating excitement and strong interest for the medium through the development of an idea.

The second half concerns itself with the justification of that original idea by analyzing cost, reach, frequency and other chiefly numerical evaluations.

What radio must do—because its major media competitors are doing it or having it done for them by agencies—is to create dramatic interest for a campaign through “sound” selling copy, a marketing plan taking into consideration radio’s ability to sell a specific product and a media plan designed to reach the advertiser’s prime purchasers.

Radio for too long has been selling itself solely on the basis of numbers.

Alone among major media, radio has substituted the system for the purpose.

Much like the science fiction stories of the runaway automatic brain that suddenly exercises suzerainty (sovereignty) over its operators, radio is all too often in the position where the numbers or ratings system—originally intended as a management tool and guide—has become more important than what the medium stands for and conveys.

The rating services themselves are

coquizant of this. Leaders of these services would be the first to agree—the use of ratings has been misdirected.

It is interesting to observe that in its numbers dilemma, radio bears one of its very few similarities to tv.

Let’s set up a compact balance sheet: The assets and liabilities of numbers.

Numbers have a most important place in radio management. And by this we mean both sales and programing. Numbers provide a measure of how effectively a station is programing in various time periods and/or whether a particular personality is doing the intended job.

Numbers can provide an important barometer for the rise and fall of certain types of programing by indicating trends of acceptance. This type of program forecasting is an invaluable tool in any alert operation.

Numbers can also set up warning signs for sales problems ahead in certain time periods and segments.

However, numbers are not a substitute for programing or selling. Numbers do not communicate information, entertainment, service, music, or commercials to listeners. Numbers are also not a substitute for image-building promotion.

Numbers will not help establish

community identification and they will not help create the necessary station sound image that influences and produces sales at the retail counter. Numbers will not establish listener and advertiser loyalty, that great intangible that creates awareness and moves people to buy.

The true value of national spot radio advertising lies in its consideration as a medium of communication—its ability to reach people, its ability to influence and to produce impressions.

The future of radio is unlimited. The movement of spot billings beyond its present level of \$190 million—to \$300 million or \$500 million—can be achieved. But only by putting the horse in front of the cart. Research or numbers should be used in support of the basic sales argument, but it should not be substituted for imaginative, aggressive selling of radio values.

What can be done to bring about these changes as the medium digs in for the challenge of the future?

For one thing, our Canadian broadcast brothers have a much more precise definition of spot radio. They call it selective radio.

National spot radio should be looked upon as a dynamic, local force that can be selectively purchased by national clients according to desired

geographic location, marketing and promotion objectives.

It is, in essence, the national pin-point on the marketing director's map.

Radio is the only mass medium that comes closest to being all things to all advertisers—its great value is its ability to target the broad range of consumers—the many different publics that make up the American complex.

From a national advertiser's point of view, this adds up to a selective medium—selective radio.

Here's what national spot can do to free itself from the status quo:

1. It must assume the creative initiative.
2. It must evaluate the marketing problems of advertisers in the light of radio's ability to aid in solving these problems.
3. These marketing objectives must be related to a media plan that suggests the frequency, geographic areas and time periods.
4. Radio copy plans can be developed that are consistent and in harmony with the total advertising objective.
5. Tailor-made plans must be evolved to stimulate and excite advertisers and agencies over the use of the sound medium.

Alert spot radio selling capitalizes on all areas of knowledge and experiences.

Radio must key this knowledge and experience to the needs of individual advertisers. Radio has concerned itself for too long with its own problem rather than the advertiser's problem.

The medium no longer needs time selling, it needs idea selling.

What happens when an art director creates a rich four-color design for an ad or a dramatic gatefold cover? The idea stimulates and excites. The major part of the budget now has to be in the magazines. The people in charge of the "numbers" are then called in to see if the buy is in the broad area of practicability.

The idea comes first and then the numerical justification.

In tv, a special variety or dramatic show is called to the client's attention either by the agency or the me-

dia sellers. Sometimes, instead of programing, it's a commercial with a special humorous twist or new animation technique. In either case, the ideas command attention; imagination is allowed to expand.

The cost-per-thousand, reach, impressions are then checked merely to justify whether the program or the spot campaign is practical or not.

Again, the idea came first.

In newspapers, we've recently seen a case where dramatic use of pictures, headlines and dominant space placed a major oil company's total budget in this print medium.

What came first? The spectacular strategy for employment of newspapers in this dramatic way? Or the numbers?

But radio, alone among its competitors, has been trying to sell itself

standing on one leg.

It fights hard for the national dollar, but it does it primarily through "numbers" selling, abdicating half of the total media selling job.

If agencies won't create the excitement for the medium, then let the medium create the excitement for the agencies.

National spot radio is selling a penetrating, local medium that intrudes on and pervades the market place. It is one of the basic aids to the missionary salesmen concerned with the point-of-purchase sale of the great mass consumed items.

But radio must make its own opportunity.

Spot radio can be either major or minor advertising strategy, depending on the company, product and advertising goals.

If given creative consideration, it can force a marketing explosion. ■



New gloss on radio's creativity is provided by BBB portable sales tool, a new presentation in which company executives make maximum use of sound to sell radio concepts. BBB Pres. Cliff Barboroka checks device with Esther Rauch, v.p.



Late last month, a distinguished media man in agency circles and a respected one in Chicago, specifically, was asked to address the Quality Radio Group on radio matters of mutual concern. He is Blair Vedder Jr., vice president and media director of Needham, Louis & Brorby. Some extracts from his thoughtful appraisal are reprinted here.

MEDIA MAN ASKS SHARPENING OF FOUR RADIO PRONGS

Blair Vedder Jr., v.p. and media director of Needham, Louis & Brorby, Chicago, tries to clarify radio's problems before station group

VEDDER'S "assignment" was to give impressions about "what may be wrong with radio today" and what areas he feels could perhaps be improved. He sees radio's crucial issues centering in four areas:

1. The technical problem of selling and scheduling commercial time in radio;
2. The manner in which radio is measured today;
3. The attitude of station owners and managers toward their medium;
4. The stature of present radio programming and its potential.

He develops his thinking along each of these major areas, "attempting to outline the main problems in each and to suggest at least one possible solution."

1. Scheduling time: "The rate structures of many stations are far too complex, which makes every minor change in a schedule a major job for agency clerical people and buyers to unravel and reconcile so that what we pay you agrees with what you say we owe you."

He asks for rate simplification, so that "a minor shift in a commercial's position will not cause a complete revamping of schedule costs," and suggests also that it might be possible "to greatly reduce or completely eliminate some of the so-called flexibilities in the rate structure."

He also thinks "there is great danger that the affidavit system offering proof of performance is fast losing acceptance," because stations are "too casual." He suggests consideration for "establishment of an industry-wide service to audit, cost to be shared by stations, representatives, agencies and possibly clients, each paying in relation to his expenditures in or income from the medium."

Vedder, referring to barter radio, called it "a surprisingly prevalent practice in your industry which should not be permitted to continue in its present form. Can any of you tell me," he asked, "why an advertiser who shows his confidence in radio and in a station by buying time at the full rate should be discriminated against in favor of a sharpie who would only use the medium if he was given the time and the transmitter was thrown in to boot? There is a shocking breakdown of ethics in such shenanigans."

2. Radio measurements: "We believe current measurements of radio audiences are inadequate to the nature and dimensions of the radio universe today. We are not satisfied with validity of existing measures of out-of-home listening, particularly in automobiles."

He urged more research "on the manner in which people listen, their attitudes to radio, the effect of multiple spotting on their perception of a commercial—offering these as some ultimates in audience measurement and not as a first order of business."

3. and 4. Attitude and programming.

Vedder charged he "senses a defensiveness about radio on the part of station owners and salesmen which is simply not justified. There's too much talk of radio as a supplementary medium, primarily to tv."

Radio, he asserts, "is and always has been far more than a tv set without a picture tube and has no more

to do with tv than with skywriting. Radio has become the step-child of tv, and the common ownership of tv and radio stations may be making it much more difficult for radio to overcome this complex. Radio has and can still persuade peoples' ideas and attitudes in a way unique to itself."

What can radio still do? Vedder gives some answers: "It has the ability to create a memorable image through words alone; it can transmit an idea in an intimate, personal way, relying on the listener's imagination to create his own picture, and this picture can often be more powerful than one actually seen."

He credits Mike Nichols and Elaine May, Bob Newhart, Bob and Ray and Stan Freberg as "masters of the image picture," and cited "imagery through words alone" as being used successfully by such advertisers as Spry, Ac'cent, Chun King. "No other medium is able to achieve quite the same level of imagery that these examples represent. People listened to radio 10 years ago and radio deeply stirred their imaginations. They still listen, but I wonder if the sounds they hear are quite as stirring, and, consequently, I wonder if they listen as well."

As for programming, Blair Vedder is "disturbed" by three things: "the aparent unwillingness on the part of stations to freely experiment with new programs and techniques; the tendency of stations to imitate each other; the failure to make people listen."

He says "radio today is largely a music-news medium. Both music and news have an important place in radio. Their appeal is broad, but they are not the only sounds to which people will listen. And music does not necessarily create listeners; sometimes it does little more than fill silence.

"We have watched with some concern and amazement the meteoric

rise in audience popularity of stations programing the top 40 tunes to the virtual exclusion of everything else. What disturbs us is not that such programing appeals to a substantial part of the listening audience but that one success with this type of programing has immediately led to two, three or a half-dozen imitators in the same market to the same format, each with a bigger echo chamber, louder sirens, intrusive, unintelligible and—sometimes—insulting announcers.

"Such programing has a place on the dial but it should not be all over your dial."

In his view, "there is a real need for experimentation in what could be called listener programing. The presentation of new, distinctive, verbal techniques in drama, comedy, satire, discussion, is so rare I'm not aware of it."

And this programing, he suggests, should be aired at times when all the family can hear it. Later, if it succeeds, it could be switched to the times of radio's "doldrums." Vedder also sanctioned the suggestion of Gov. LeRoy Collins, NAB president, who urged broadcasters to take a more active interest in community life and to reflect this in their program schedules.

Says Vedder: "This means editorializing (see *1961 Editorializing*, page 17), and must be done through qualified, mature commentators; must be fair, factual, complete and candid."

And if editorializing is done, says Vedder, "it will require the full participation of the station's management and cannot be left to continuity writers and staff announcers."

His conclusion: "I believe radio is a tremendously powerful means of communication with great masses of people, but much remains to be done to develop the potential that is inherent in it." ■

CAN A SPONSOR BE SILENT AND SELL?

Yes, says Keyes Fibre, which chooses to eliminate all selling commercials on its 14-year-old commentary program

Fourteen years ago, on a tiny station in central Maine, an experiment was tried that went one step beyond the soft sell. It was the silent sell.

The Keyes Fibre Co. of Waterville, Maine, a manufacturer of paper products, was in the market for a vehicle that would boost its status with the local community. The company turned to radio, but added an unusual twist: it decided to sponsor a program without commercials.

The program turned out to be a gold mine in the heart of the Maine lumber country. It is now New England's longest running show with the same sponsor.

For more than 500 broadcasts, the program, *Little Talks on Common Things*, has yet to broadcast its first commercial. The man who delivers the "little talks" is Ernest C. Marriner, a former college professor who speaks like Franklin D. Roosevelt. For 15 minutes every Sunday, Marriner chats about the folk and folk-

lore of the state of Maine.

The program was an early success. Sen. Margaret Chase Smith in a tribute to Marriner printed in the *Congressional Record* this year said the show is "undoubtedly the most popular local radio program in the state of Maine."

Sponsoring a program without commercials is not a foolproof method of improving local public relations, but Keyes found the key by identifying itself with a respected member of the community. This was the strategy from the beginning.

Recalling the early attempts to garner a sponsor for the program, Carleton D. Brown, president of WTVL Waterville, said, "We were convinced that in Ernest Marriner we had found a colorful local personality who could build stature for both a good sponsor and for our station, so we selected Keyes as our best potential. They had the money, and we felt the company management had a good record of community responsibility.

"We proposed that the concern undertake a public relations program sponsorship. We knew that Marriner had the capacity of achieving an unusually high degree of believability with any audience, particularly a radio audience. We pointed out to Keyes that they could get a franchise on what could be an extremely valuable insurance policy."

Marriner was not a professional performer when he began his broadcasts in the fall of 1948. In fact, he



A local and respected citizen who handles the show that boosts community interest for Keyes Fibre is Ernest Marriner (l). He is chatting with two of Maine's oldest citizens about history of Waterville where show originates.



Consistency in radio advertising is demonstrated as Ralph H. Cutting (r), president of Keyes Fibre, presents Ernest Marriner with gold record of 500th broadcast, Carleton Brown, pres., WTVL Waterville, Me., looks on.

originally appeared on the program in response to a plea from Brown, his close friend and neighbor. Brown needed a temporary replacement for a 15-minute spot on Sunday evening. "It will only be for a few weeks," Brown told Marriner, who was hesitant about going before the microphone. "I didn't care what he talked about as long as he would talk," Brown recalls.

Marriner did talk—and hasn't stopped since. He has talked about everything from Waterville's first murder to the history of Maine's narrow gauge railroads.

Soon after Marriner took to the air, happy listeners swamped the station with letters. The volume of mail has been so huge that since the third broadcast, the grey-haired

former Colby College dean has found it unnecessary to do his own digging for material.

Listeners send him old letters, newspapers, dairies, account books and maps, keeping him submerged in a pool of Maine folklore.

In one broadcast, Marriner told about a letter sent to him that was written by a soldier in the Civil War. Marriner explained that "the greater part of the letter is confined to ordinary details of life in the Civil War camps, but what distinguishes this letter is the writer's sudden injection of astounding news." He then quoted from the letter:

"I will tell you (the writer's cousin) of a strange circumstance that happened here a few days ago. Per-

haps you will think it a rather indelicate subject, but I must tell you about it and ask you to excuse me. A corporal in a New York regiment near us, while on picket a few days since, was delivered of a child. Perhaps you will think that incredible, but such is a fact. He, or I should say she, came with the regiment as a soldier and has been with it since its organization. Her sex has remained undiscovered until now, but most likely she will now get her discharge."

Throughout the 14 years, Keyes has remained quietly in the background as a silent partner. In his 500th broadcast in May, Marriner paid tribute to his sponsor. "An important aspect of this program," he said, "is that it is one of the very

few radio programs in the whole nation that has continued for 39 weeks each year—and under the same sponsor.

"Putting and keeping *Little Talks* on the air would have been quite impossible without the sponsorship of the the Keyes Fibre company. I am sure listeners appreciate that, from the day these broadcasts started, they have never been interrupted by advertising. Never once has the company sought to control the contents of the program. I am completely free to say anything I please."

built many friends for Keyes," he said.

Most of Marriner's programs usually begin and end with the short announcement that "This program is brought to you by your good friends, Keyes Fibre Company of Waterville and Shawmut." From time to time, Keyes will use the show to encourage support of various community fund-raising drives.

Besides supporting the Marriner program, Keyes relies heavily on radio to push its consumer line of molded paper plates. Last year, the

ducts, including fruit packing materials, egg flats and egg cartons. The company's domestic sales last year totalled more than \$19.5 million.

Regional sales offices are scattered over the United States from Boston to San Francisco and as far south as Jacksonville. Keyes also has licensed operations in Canada, England, Ireland, Denmark, Norway and Australia.

The company was founded in 1903 in Shawmut, Maine, where it still maintains its ground wood pulp mill. The principal manufacturing plant is located in nearby Waterville.

Since the late forties the company has been literally bursting at the seams. Increased sales prompted the company to build a plant at Hammond, Ind., to serve the middle west. In 1957, Keyes doubled the capacity of the Hammond plant. Meanwhile, the company modernized its Waterville plant to speed up production.

Keyes is far from finished. Last month, the management announced that ground had been broken in Sacramento, Calif., for a multi-million dollar pulp molding plant. The new plant will be the largest industrial addition to Sacramento in the last nine years.

Keyes expects to open the plant in the middle of 1962. The factory will manufacture molded paper products for the food industry, including plates, pre-packaging meat and produce trays, food service trays, cake circles, apple packs and egg trays. It will serve 11 western states as well as Hawaii and Alaska.

The company estimates that about \$5 million worth of products will be produced annually for the first few years.

More than five years of planning and research backed up the company's decision to launch its latest venture in Sacramento. The management made the choice after an extensive study of several possible west coast locations.

Keyes is a company on the move. And one reason for its success is its desire to maintain friendly relations with its local community, particularly with the local labor force. This spurs its continuance of a radio program without commercials. ■

Why Keyes Fibre sponsors a program without commercials

Keyes Fibre 14 years ago decided to embark on a radio program that was designed to foster community respect for the company. For more than 500 broadcasts it has maintained this policy of attracting community interest and developing good will. This is the Keyes Fibre philosophy as explained by John S. Parsons, the company's advertising manager:

He says: "The program on WTVL developed from quite a different point of view than the sale of products. We have never commercialized this program, but have considered it as a community relations vehicle . . . We have never attempted to promote the company's line of products via the program, although we have used the program to encourage support of various community fund-raising drives . . . It has unquestionably helped build many friends for Keyes . . ."

Keyes believes this policy of non-intervention has paid off in better community relations. This was the company's original goal in sponsoring the program and Keyes intends to maintain its policy of no commercials.

The company's view is explained by John S. Parsons, the advertising manager. "The program developed from quite a different point of view than the sale of products. In fact, we have never commercialized this program in any way but have considered it as a community relations vehicle throughout. It has unquestionably

company ran a spot campaign during the summer in nine major cities throughout the country.

Parsons explained that they have found "local radio particularly effective for warm weather promotions, when we want to push our molded paper plate and dish line for picnic and other outdoor uses."

Most of the advertising budget is allocated to trade magazines because the bulk of Keyes' product sales are made to institutions, supermarkets and shippers.

The company produces more than 300 different varieties of paper pro-



'TREBLE-PLUS' CLEARS THE AIR

COMMERCIAL CLINIC

For the millions of Americans who each weekend hop into their automobiles and rumble out to the mountains and seashore, summertime is the season of noise.

This is the premise of an imaginative new commercial approach being taken by Cunningham & Walsh, New York, for its clients. Its theory:

From the moment Mr. and Mrs. John Doe and all the little Does crawl into their car, they are subjected to a plethora of road sounds: the steady hum of spinning tires, the blasts of impatient horns and the coughs of motors turning over.

Amid all this extraneous noise, the car radio is struggling to be heard. To counteract the noises, the average car listener—according to C&W philosophy—will tune his radio down toward the bass register, eliminating much of the treble pitch. When outside sounds interfere with the sound of the radio, the bass pitch is far easier on the ear.

This is fine for listening to background music, but when spoken commercials are sent out, the announcer's voice comes in muddled and raspy. The listener loses a portion of the sound.

In a season when radio reaches its peak audience—primarily because of the increase of outdoor listening—a fuzzy commercial can be a serious deterrent to successful advertising.

This is the theorizing of Tom De Huff, director of commercial production for the agency, who has put into practice his idea about low-register tune-in in cars. It's a revealing approach for several reasons: (1) it indicates the importance of commercial listening by people driving in cars; (2) it makes for better and more thorough radio listening; (3) it develops a higher quality of production. Values may be subliminal

in terms of their noticeable effect by the listener, but the pluses accruing to an advertiser are far less subtle.

Two sets of statistics recently released by the Radio Advertising Bureau point up the importance of summertime listening. The RAB reports that the growth of car radios tripled in the past 11 years, from 14.8 million in 1950 to 42.6 million this year. Secondly, RAB says that in terms of millions of adults reached, radio led television last summer by 400,000 listeners during a week in July to better than four million in September.

Taking into account the importance of summer radio, C&W looked into the problem of muddled reception of commercials, and thinks it has come up with an answer.

The problem is an old one, but, like a leaky faucet, nobody did anything about it until Tom De Huff decided to test his theories.

While riding in his automobile, De Huff discovered he invariably tuned his car radio to the bass end to achieve a softer tone. He found, however, that the spoken word was lost in the process.

"I wanted to find out if other people also did this," De Huff explained, "so I took an informal survey of the art and production staff here. I asked them to check their car radios to see where they set the tone." De Huff reported that all said they favored the bass register.

"The combination of outside noises and the high, scratchy sound of the treble pitch forces the listener to compensate by overloading with bass tones," he said.

De Huff came up with a technique designed to add clarity to the spoken word heard in car radios. He calls the technique: "treble-plus." In the

studio, DeHuff instructed the engineers to increase the treble sound during the recording of commercials.

Cunningham & Walsh first used "treble-plus" last year during a radio campaign for Watchmakers of Switzerland. The results were so encouraging that the agency now offers this service to all clients planning to use radio in the future.

De Huff believes Cunningham & Walsh is the only agency using the "treble-plus" technique for its radio announcements. He has already demonstrated the technique for several sponsors, but is still in the process of preparing additional tapes to give clients a lucid picture of what it means in terms of over-the-air listening.

De Huff is arranging to purchase tapes that will simulate not only road sounds but also the noises people encounter at the seashore or in the mountains.

"The problem of outdoor noises in the summer is constant," De Huff contends. He says that the same principle involved in tuning the car radio applies also to the places people visit with their portable sets. For example, he said, "the noise of the wind and the waves at the beach cut into the sound of your radio."

What happens, however, when you're listening at home and the tone is not overbalanced toward the bass register? De Huff explained that the technique adds more treble, but does not increase the volume.

"We don't add that much more treble to make the commercials sound harsh while listening in the home," De Huff said. "We attempt to make the commercial message clean and clear, but we don't give them a high shrill sound that would make it irritating at home." ■

A BROADCASTER'S CREED FOR AMERICAN BUSINESS



Frank P. Fogarty's seven-point creed was delivered to the Henry Monsky Lodge of the B'nai B'rith, Omaha, on his acceptance of an Americanism Citation Award from that organization. Only a small group heard the speech, but it aroused tremendous interest among businessmen with the result that Meredith Broadcasting Company, of which Mr. Fogarty is executive vice president, was deluged for copies locally. Copies of the full speech can be obtained by writing Meredith WOW, Inc., Omaha, of which Mr. Fogarty is vice president and general manager. He is also Chairman of the Board of Radio Advertising Bureau.

1. We believe that business should earn a profit, and that it should wear its profits proudly. Too long have we permitted short-sighted critics to point the finger of shame at profits, as something to be schemed, bargained and taxed out of existence.

2. We believe that business should be more eloquent and evangelistic in explaining and defending the profit system, otherwise known as free enterprise. We have failed to convince the people that out of profits must come the money to make jobs, to promote philanthropy, to support the government, and to finance the growth of the country. We have erected what we fondly hope are adequate defenses for the physical targets of the Communists, but we have failed to provide for the defense of their ultimate targets, our profit system, our democracy and our faith in God.

3. We believe that a business should be deeply integrated into the community it serves, so that it will know the needs, desires and problems of that community.

4. We believe that a business should accept its full share of responsibility for the things that make a community a better place in which to work and live. Concretely, this means that a business should interest itself in schools, churches, hospitals, parks, museums, settlement houses, health and welfare organizations, old people's homes, and nurseries, among other institutions. . . .

We believe that a business should be a good citizen in the formal or political sense of the word. It should of course pay its just share of taxes fully and promptly. Over and above that, it should take an interest

5. in government and encourage its employees, customers and associates to do so. Business should support city planning and foster soundly conceived public works, looking upon them, not as a burden, but as an investment.

6. We believe that business should sweep broad horizons in its thinking, that business should be accurately informed about and emotionally involved in the problems that confront the United States, both in so-called normal times, such as you and I have seldom experienced in our lives, and also in these days of cold war and hot peace. We believe business should contribute to the nation its full share of thinking and leadership. We think business should speak out more frequently, more clearly, more bravely.

7. We believe that a business should contribute to the economic health of its community. It should work vigorously for a political climate in which business can prosper, thereby broadening the base for taxation, creating jobs and developing opportunity for the young. Business should lay out the welcome mat for other businesses, even though of the same type.

an industry service of

U.S. RADIO

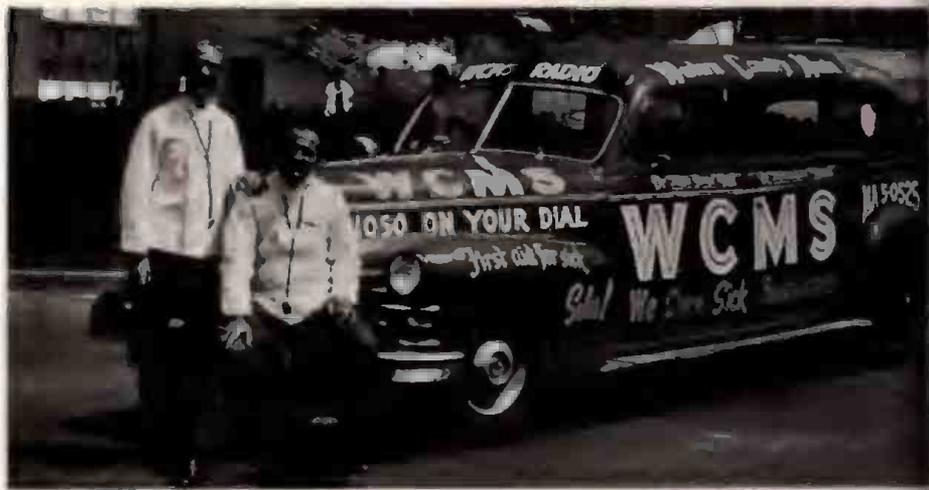
RADIO FOCUS / IDEAS



BEACH BEAUTIES from three states competed in second annual "Beach Ball" of WOVW Ft. Wayne, Ind., themed to station's "umbrella" promotion and the "coolest sound around." Other summer ideas: naming the mobile unit the "cooler cruiser," giving 500-pound chunks of ice as listener prizes.



FLING DAY at a local park was idea of WING Dayton, which pulled biggest attendance in the park's history.



SICK SALES get "treated" by this duo from WCMS Norfolk, Va.; Roy LaMere (l), gen. mgr., and George Dail (r), emc. mgr., who visit ailing businesses in station "ambulance" to give first-aid radio ideas. Chief surgeon and intern report success.

TRADING STAMP giveaway combined efforts of KQI Pittsburgh and Top Value Enterprises, pulled record 164,712 entries in an eight-week period. Two million stamps were dispensed.



BEHIND THE BARS is Dj Jay Clark of WATZ New Haven, Conn., who was "arrested" and "imprisoned" by gendarmes in a local promotion. Listeners offered aid, sustenance . . . and files.



Promotion

Old radios never die, they just turn up in contests. Three stations in different parts of the country—WGLI Babylon, N. Y., KBOM Bismarck, N. D., and WFLA Tampa-St. Petersburg—each staged promotions to uncover the oldest radio in the area. WGLI came up with a set constructed in 1890. The radio still works and uses two different sets of batteries. . . . An injured bird in the hand is worth many phone calls, a station in Seattle discovered. A KING engineer, working on Vashon Island in Puget Sound, found a wounded hummingbird stretched out by the station's transmitter. He phoned the office on the mainland and asked for advice on caring for the bird. Deejay Jim Roberts broadcast the appeal and immediately the station was flooded with calls offering aid and sympathy. One woman, known as the "Bird Lady of Seattle," gave a prescription for keeping the animal alive: a solution of sugar water every 15 minutes. The engineer nursed the bird until a rescue party reached the island. The patient was turned over to the "Bird Lady," who makes a hobby of caring for birds. The station is still receiving calls on the health of the bird. Reports the "Bird Lady": It will be back on its wings very soon. . . ."

CKGM, Montreal campaigned an entire month on its news commentary program for a water system.

WIBG, Philadelphia, which has already handed out \$16,000 in contest prizes this year, decided to turn tables on its listeners. The station is offering to send a statement of 25 words or less to any listener who sends in a check for \$10,000. Anyone who sends the station a fully equipped 1961 convertible will receive a best last line. . . . A chicken in the pot of every KBIG Catalina, Cal., performer was the goal of a promotion staged by Chicken Delight restaurants, recently signed up as a sponsor. The company wanted all the station's personalities to sample its product before they sounded off about it on the air. But the restaurant chain had no outlet on Catalina. The solution: The company hired an airline and parachuted buckets of chicken to the station's

mountain-top studios. . . . Accepting dares is Dick Spangler's hobby. As a result, the KORL Honolulu deejay recently broadcast his program from a tank filled with man-eating Tiger and Hammerhead sharks. An experienced skin-diver, Spangler spent eight hours in the tank, equipped with a throat microphone. He had one close call when he scurried out of the pool, pursued by the gleaming white teeth of a 18-foot shark. Hundreds of spectators were attracted to the promotion. . . . The dean of radio commentators, H. V. Kaltenborn, has donated \$500 as the top prize in a national radio contest sponsored by American Foundation for the Blind. Participating in the contest are college groups studying drama or radio writing. The object is to create the best half-hour program dealing with the problems and potentialities of blind persons. Deadline for submitting tapes is May 1, 1962. . . .

More than half a million travelers arrive and leave New York every day and WCBS New York is going after these potential listeners before they reach the city. With the help of CBS network stations WCBS ran spot announcement in major cities around the country, asking travelers to tune to the station when they stayed in New York. Sample plug: "What happens when a married man from Boston travels to New York? Well, the first thing he does when he gets off the plane is to find a radio station that sounds as good as WEEI (Boston). Eventually he discovers WCBS—880 in New York. And he's happy." . . . Last summer, radio led tv in total listeners for eight out of 13 weeks, according to Sindlinger and Co., media analysts. How many weeks will radio lead tv this summer? The Radio Advertising Bureau is offering \$250 to the agency man or advertiser who comes closest to predicting the number of weeks radio will lead tv and the number of listeners in millions that radio draws over tv. Last year, radio's lead ranged from 400,000 during a July week to more than four million in September, according to Sindlinger and Co.

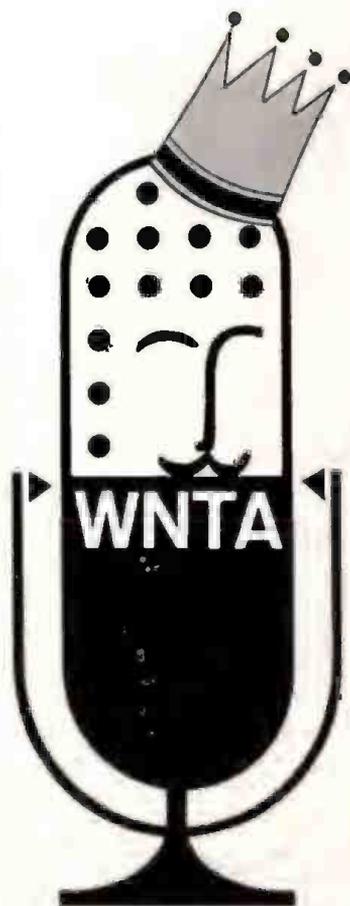
Programing

Radio continues to capitalize on its status as a local medium. Noteworthy programs delving into local

problems and events were broadcast in these cities: Boston—Following the destruction by fire of a 116-year-old burlesque theatre, the "Old Howard," which was once the stomping ground of many of today's stars, WBZ conducted telephone interviews with some of the entertainers who grew up on the stage of the historical theatre. The program featured Bud Abbott, Red Buttons, Phil Silvers and Bert Lahr reminiscing about their early days in the "Old Howard." . . . St. Louis—The first of a series of 12 documentaries exploring the social problems and progress in St. Louis was aired on KMOX. The initial program, titled "The Big Lift," probed into the problems of narcotics addiction. Actual case histories supplied by local police and interviews with drug addicts formed the basis of the documentary. . . . Cincinnati—WSAI started a new program called "Open Mike" which features community leaders discussing topics in the news. In a recent program, Pepper Wilson, manager of the Cincinnati Royals professional basketball team, discussed the college basketball betting scandal. Topics to be covered in the future include legalized gambling and the building of an underground garage in downtown Cincinnati. . . . Pittsburgh—For the past 12 years, a redevelopment project in suburban Pittsburgh has progressed only to the point of the demolition of the old buildings. KDKA decided to find out why the project was bogged down and the result was a series of five broadcasts examining the situation. The programs probed into the conflict between public and private officials and offered possible solutions to stimulate construction in the area.

Radio's ability to broadcast a news story as it happens was demonstrated by the coverage of a power failure in New York City and a \$5 million fire in Ayer, Mass.

In N. Y., Radio Pulsebeat News, a new audio news service, sent two fully equipped mobile units into action when midtown Manhattan was blacked out by the power failure. Within 20 minutes, RPN was transmitting accounts of the blackout to its clients around the country. One of its reporters climbed 13 flights of steps in 90-degree temperature to record the conversation between



"I'm King Mike - Ruler of Midas-Land, U.S.A. I've got the *Golden touch* on nearly 15 million subjects in my kingdom, who just can't help spending over 38 billion dollars a year. You'll see more and more of me in months to come. I'll be appearing on all mailings, ads, and awards of WNTA - *The Golden Sound of Radio*. There's hidden treasure in Midas-Land, too! - Ask about our pinpointed coverage of Northern Jersey, Connecticut, and Brooklyn. For a *Golden Opportunity* write:

WNTA RADIO
32 Green St., Newark 1, N.J.
970 AM - 94.7 FM

members of a rescue party and people who were trapped in an elevator for three hours. . . . A telephone tip from a local merchant alerted WEIM Fitchburg to a huge fire raging in nearby Ayer. Within 15 minutes, the station's mobile unit was on the scene. The unit fed four separate broadcasts to the Yankee network and four other radio stations in the area. After WEIM went off the air, the mobile unit remained at the fire gathering material for early morning broadcasts. The station capped its coverage with a report from a helicopter hovering overhead.

A radical new approach to programming—an all-news station broadcasting 24 hours a day—is being attempted by a new station in Hollywood, X-TRA. To get itself off the ground, the station launched an extensive advertising campaign in newspapers, trade publications, television stations, on billboards and with direct mailings to agencies and advertisers. It's still too early to gauge the results of the campaign. . . . Muzak celebrated its 25th anniversary this month. Radio broadcasters, who double as dispensers of background music to restaurants and supermarkets, flocked to New York for the company's three-day convention.

Business

The recent speech by FCC Chairman Newton Minow urging broadcasters to assume more responsibility in programming and other areas has prompted the Kansas Assn. of Radio Broadcasters to issue six checkpoints for station operators. The group recommends that broadcasters: 1) check their latest license renewal to make sure today's operations conform to yesterday's renewal application; 2) schedule educational and cultural programming; 3) editorialize (The association says that it's clear the FCC wants stations to assume civic responsibilities and this includes editorials); 4) schedule programs about local issues—controversial and otherwise; 5) keep a file of letters to and from community leaders and organizations, indicating what the station has done to support local projects (This is especially helpful at license renewal time); 6) check technical

and logging procedures closely, going over specific FCC rules with the entire staff.

An unusual method of selling dealers on a consumer advertising program has been developed by the R. M. Hollingshead Corp. for its Whiz Automotive Chemical products. Whiz is bringing the sales pitch to the dealers via a mobile sales demonstrator in which the dealers listen to samples of the company's radio advertising and see product demonstrations. For the first time, Whiz is using local radio on a saturation basis with dealer tie-ins. A total of 12 markets, mostly in eastern and central Pennsylvania, is being used by the company. Additional markets are scheduled for the fall and winter.

Recent success stories: Moore's Furniture Store in Topeka swung a portion of its advertising budget to WIBW with the result that the store equalled in 10 days the same sales it had made in 30 days at similar time last year. Moore is using two 30s and two 15s per day with a total cost of \$217. The results have prompted the client to cut his newspaper budget in half. . . . Within hours following the review of a new book on WSB Atlanta, all the book stores in the city reported they were sold out. The book reviewed was *The Tractenberg Speed System of Basic Mathematics*. . . . KDKA has issued a promotional booklet, describing a success story for every letter of the alphabet. . . . The Georgia Assn. of Broadcasters enrolled its 100th radio station—WKIG Glennville—to become the fourth largest state broadcasting association in the country. . . . Charles C. Hoffman, a leading sales and business consultant in Canada, was named president of the newly formed Radio Sales Bureau. The Bureau was created to develop new sales techniques for Canadian stations.

The first step in effort to make this fall "the biggest fall ever" for radio was taken by the Radio Advertising Bureau when it released plans for a massive direct mail campaign aimed at local advertisers. The RAB has prepared a direct mail package for stations that includes: fact sheets, sample letters, a mailing format and suggestions for successful selling drives.

**This issue
of U. S. RADIO
is representative of
those
to come**

**If radio
advertising is
important to you
then U. S. RADIO
is, too**

**U. S. RADIO
is dedicated to radio.
It probes radio
problems, checks
radio facts, presents
the true importance
of radio—
constructively,
forcefully,
impressively. It is
your window to
better use of radio.
Its dedication to
radio advertising
is total and complete.
You need
U. S. RADIO
in your own name.**

RADIO FOCUS/PEOPLE



TIMEBUYER GUEST at KDKA Pittsburgh business lunch in New York was Hope Martinez, BBDO. With her are Rege Cordic (l), station "wake-up" personality, and Donald J. Trageser (r), sales mgr., and asst. gen. mgr.

NEW OWNER of KIOA Des Moines (with Gilbert Swanson) is George Bolas (c), v.p., Tatham-Laird, Cgo. Welcoming him: James C. Dowell, v.p.-gen. mgr., KIOA; (r), K. R. Greenwood, exec. vice pres., Star Broadcasting.



SIGNER of new representation agreement is Sherry Gordon (c), pres., Gordon Broadcasting, for KQBY San Francisco. At (l), Adam Young of the rep firm of that name; (r), Charles A. Black, v.p. of station group.



TRAVELER is Mariet Bullis, dir. of broadcast media for EWR&R, Los Angeles, who won KXA Seattle European trip.



25-YEAR-WATCH goes to Paul J. Miller (r), mgr. dir., WWTB Wheeling, W. Va., from William E. Rine, adm. v.p. of Storer Broadcasting.

Agencies

Two changes at Street & Finney, New York: James R. Cashel moves from Benton & Bowles to take over as research director and John A. Zalud, formerly research director, appointed as account executive . . . Marshall H. Ward, Jr. joins Geyer, Morey, Madden & Ballard, New York, as an account executive for Lysol, in the Lehn & Fink Products Corp. account group at the agency. Ward previously was a product manager for the Colgate-Palmolive Co. . . . Lee Hughes, formerly with the J. Walter Thompson Co., joins Doherty, Clifford, Steers & Shenfield, New York, as an account executive . . . Garth N. Montgomery rejoins the creative services department of Kenyon & Eckhardt, New York, after 22 months at Compton Advertising . . . Ralph Countryman, formerly of the Cleveland office of the D'Arcy Advertising Co., joins the agency's regional marketing staff for Anheuser-Busch, Inc. in St. Louis.

Lee Albright takes over as vice-president in charge of creative services at Moss Assoc., New York. In addition, Albright will work directly with several of the agency's clients as an account executive. Albright comes from BBD&O, where he worked on the du Pont account for several years. . . . William H. Monaghan named an account executive for Harold Cabot & Co., Inc., Boston. . . . Floyd O. Flint, former Seattle manager of the J. Walter Thompson Co., appointed manager of Ben Sackheim's new west coast office. The office is located at 1331 Third Ave., Seattle. . . . John Cameron rejoins Lennen & Newell, Inc., New York, as a copy supervisor. . . . Jack F. Keilson takes over as head of the Yardis Advertising new New York office. Yardis recently purchased Keilson Co., Inc., and decided to retain Keilson as head of the new branch. . . . John L. Del Mar named assistant vice president in charge of the American Assn. of Advertising Agencies' new central region office in Chicago. . . . Succeeding Del Mar as assistant vice president at the western region office in San Francisco is Thomas V. Mahlman, Jr., . . .

Edward Y. Papazian appointed an associate media director with BBD & O, New York. . . . Mickey Trenner joins Kenyon & Eckhardt, Los Angeles, as head of the firm's radio, tv and commercial production activities. . . . Kevin A. Leonard moves in as a copy writer for Olian and Bronner, Inc., Chicago. . . . Leonard Goldberg joins BBD&O, New York, as coordinator of broadcast media and planning. Goldberg was administrator of sales and programming research at NBC-TV. . . . Robert Widholm appointed assistant media supervisor at Doherty, Clifford, Steers & Shenfield, Inc., New York. He also continues as broadcast media supervisor. . . . Gerald Epstein, formerly with the media research department of Geyer, Morey, Madden and Ballard, New York, named a media analyst at Wade Advertising, Chicago. . . . Vincent F. Aiello elected vice president of Geyer, Morey, Madden & Ballard, Inc.

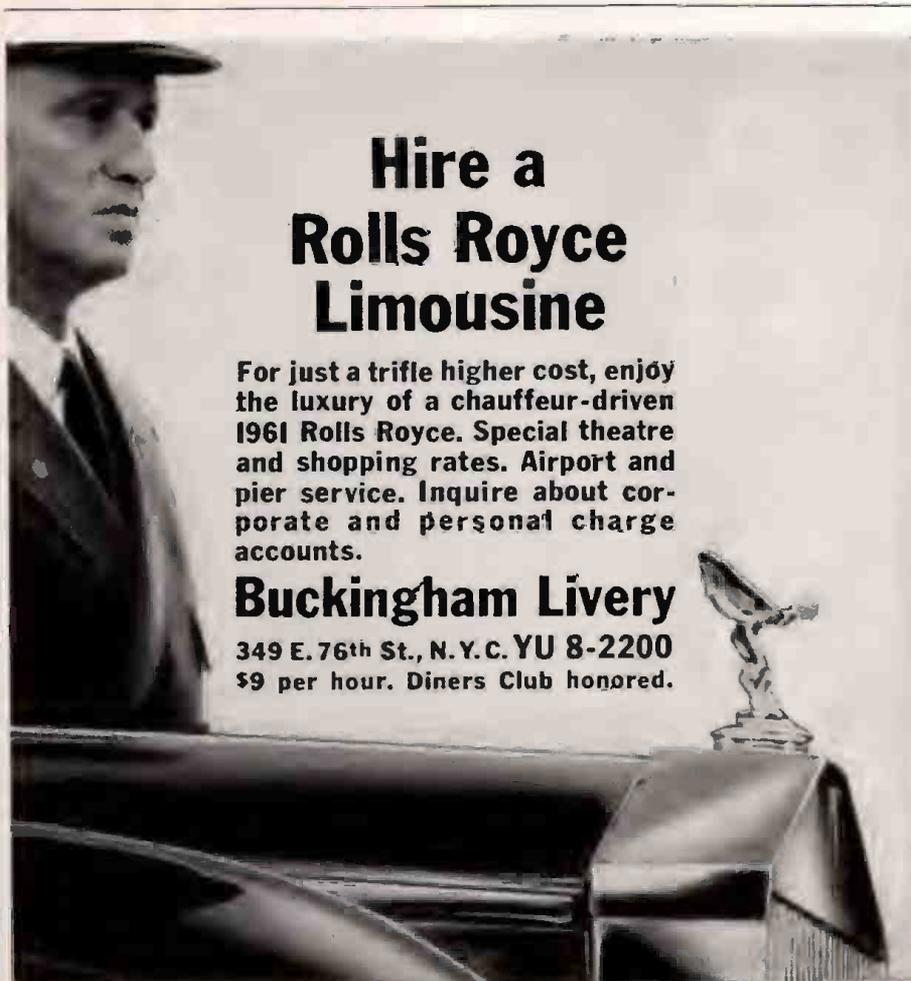
Representatives

Wendell Parmelee appointed sales manager of Broadcast Time Sales'

Detroit office. Parmelee's appointment is in line with the company's expansion in Detroit and a move to larger quarters in the Penobscot Bldg. . . . William N. Davidson named vice president of Advertising Time Sales, New York, a newly formed company . . . John Brennan promoted to manager of the Minneapolis office of The Katz Agency. David H. Sandeberg named San Francisco manager of the Weed organization. The company also completed its west coast expansion plans by appointing James C. Gates and Hank Stanley to Weed's Los Angeles sales staff. . . . Herb Hahn joins the Meeker Co., New York, as an account executive. Hahn moves over from the sales staff of Forjoe & Co.

Stations

Two new appointments at WONE Dayton: Charles J. Thornquest named national sales director and Louis G. Frolich, commercial manager of the station . . . A. J. Frano appointed executive director of KHJ Hollywood, Cal. . . . Ken De



**Hire a
Rolls Royce
Limousine**

For just a trifle higher cost, enjoy the luxury of a chauffeur-driven 1961 Rolls Royce. Special theatre and shopping rates. Airport and pier service. Inquire about corporate and personal charge accounts.

Buckingham Livery
349 E. 76th St., N.Y.C. YU 8-2200
\$9 per hour. Diners Club honored.

GOOD NEWS!

**6 out of 10 copies
of SPONSOR go to
BUYERS OF TIME!**

Vaney named managing director of the California Broadcasters Assn. . . . Arnold Smith appointed national sales coordinator of WFYI Garden City, N.Y. . . . Thomas R. Bishop named general sales manager of WSAI Cincinnati . . . Tim Crow appointed director of the newly created department of quality control and program development at the Rollins Broadcasting-Telecasting Co. . . . Robert B. Gordon, former comptroller of the Gresh & Kramer Advertising Agency, joins the staff of WIP Philadelphia as business manager . . . Alan Henry appointed general manager of KWK St. Louis. Reed M. Badgley appointed marketing and sales promotion manager of WKMH Detroit. . . . Michael P. Mallardi joins Radio Press International as assistant to the general manager. . . . Herman Maxwell named sales manager of WINS New York. Maxwell was formerly director of sales for WNBC radio. . . . Weston C. Pullen, Jr., a vice president of Time Inc., appointed president and a director of Time-Life Broadcast, Inc. Vice presidents and directors of the company, which will consolidate all the broadcasting activities of Time Inc., include F. S. Gilbert, formerly general manager of *Time Magazine*, and Sig Mickelson, formerly president of CBS News. . . . Ward M. Cornell appointed manager of CFPL London, Canada. Cornell moves up from the post of program manager. . . . Monte DeVon named manager of KIMA Yakima, Wash. DeVon previously was in the sales department of KIMA-TV. . . . Earl R. Harper, a sportscaster for WHIH Tidewater, Va., named the station's sales manager. . . . John T. McLean appointed director of sales development for WDAF Washington, D. C. McLean was formerly manager of radio promotion and research at WDAF. . . . Oliver Allen, former program director at WRAP Norfolk, moves to WAOK Atlanta to take over the position of coordinating director and production manager. Allen also will be production manager of the newly formed AOK Management Services, Inc. . . . Dale Drake moves into the post of national-regional sales manager

for KXOL Fort Worth. . . . Wendell B. Campbell, managing director of KGBS Los Angeles, and John C. Moler, managing director of WIBG Philadelphia, both elected vice presidents of the Storer Broadcasting Co. . . . Robert Garrett, general manager of WBOY Clarksburg W. Va., elected mayor of the city.

Networks

Everett H. Erlick elected vice president and general counsel of American Broadcasting-Paramount Theatres, Inc. Erlick moves over from Young & Rubicam, where he was a vice-president in the radio-tv department. Elmer W. Lower, manager of NBC news in Washington, named NBC's director of news and public affairs. . . . William B. Monroe Jr., news director of WDSU-TV New Orleans and president of the Radio-Television News Directors Assn., replaces Lower as manager of NBC news in Washington. . . . Jack H. Mann promoted to post of director of ABC Radio Pacific and ABC Radio West. . . . Harry E. Hobbs Jr. appointed to position of central division sales manager for NBC. Hobbs was previously eastern sales manager.

Industry

Mike Schaffer, director of promotion and advertising at WFIL Philadelphia, elected to the board of directors of the Broadcasters' Promotion Assn. . . . Charles A. Sobel joins Universal Marketing Research, an affiliate of Alfred Politz Research, Inc., as a senior project director . . . Charles J. Wade named a vice president of the Lanolin Plus Co. . . . Frank Lander appointed vice president for national sales of Teen America Associates, Inc. Lander previously was an account executive with Dunnan and Jeffrey, Inc. Dr. L. Curtis Foster elected vice president of Zenith Radio Research Corporation, Menlo Park, Cal., a subsidiary of Zenith Radio Corp. . . . Herminio Traviesas, vice president of BBD&O, named chairman of the Radio and Television Executives Society's membership committee for 1961-62. The Society now boasts its highest membership in its 21 years with a roster of 1,208. ■

WHAT JOE CULLIGAN THINKS OF RADIO TODAY

Continued from page 24

work radio in its era of decline?

Primarily, Culligan is never happy unless he is in the midst of a great challenge. "I was happy to take the job," he recalls. "I have always had an instinct to fight for the under-dog."

Network radio is a superb communications system, Culligan once said, "but it matters little if your communication isn't sound and clear and well thought out." Capitalizing on network radio's flexibility and on television's physical inability to present news instantly, Culligan's first step toward restyling network radio was to introduce the famed *News on the Hour*.

A former Culligan associate remarked recently that the toughest job Joe ever had to do was go out and sell *News on the Hour* to the affiliates. "Most of the affiliates had rock-firm commitments at certain on-the-hour periods for news programs with long-time local sponsorship. In Los Angeles the NBC affiliate had programed the *Richfield Reporter* at 10 p.m. for 20 years. They didn't want to give up that program. But Culligan sold them. He charmed them right off their feet. His selling point was the future of the NBC radio network, and how it depended on program changes such as the *News on the Hour* concept, how it would help them to resist the rock 'n' roll craze dominating the independent stations."

With *News on the Hour* cleared by 90 percent of the affiliates, and an immediate hit when it went on the air on January 14, 1957, Culligan moved to strengthen news by introducing the NBC *Hotline*, the network-to-affiliate quick communications system that allowed fast news-breaks to bulletin on the network, or be taped for later presentation on stations that could not interrupt programs in progress.

Together the *Hotline* and *News on the Hour* produced \$4,200,000 in new revenue for NBC the first year of their operation. Clearly, these innovations were moving the network in the right direction, filling a program need by striking a responsive chord in listeners and advertisers alike.

Marking Culligan's NBC radio

career, too, were such Culliganisms as "imagery transfer," (the listener's capacity to shift the image he receives of a product from television to the same product advertised on radio) and "engineered circulation" (the ability of an advertiser to scientifically reach an audience at various levels of activity).

He still nurtures the dream that his "engineered circulation" theme will be picked up by other broadcasters and usher in a new day for radio. "It is the next biggest thing for radio," he says, "because radio is the *one* medium that is scientifically designed to reach audiences at levels of activity. Once a person buys the advertised product, it can become its worst enemy if it stands unused on the shelf. Radio can remind the consumer of a product's usefulness, and can reach him as he is about to buy."

Culligan's "engineered circulation" has gained attention from sellers of spot radio, some of whom have recently tied spot frequency to frequency of purchase. The plan usually works best for fast turnover products such as cigarettes, groceries, gasoline, candy, toiletries.

Culligan firmly believes that the next 18 months will be amazingly like the first 18 months of the '50s in shaping the broadcasting industry for the next 10 years. International radio and television are just over the horizon, and Culligan is certain that the two media will become global in dimension. Interpublic has already focused the attention of broadcasting men on international communications, says Culligan, citing the work of Sylvester L. (Pat) Weaver (Culligan's former NBC boss) in his role as president of McCann-Erickson Corp. (International).

Radio is entering this decade with a fully developed sense of its strengths, Culligan believes, and the continued cultivation of its natural gifts should make the medium grow vigorously.

"Radio's greatest function and most important contribution is the offering of news and commentary," says Culligan. "Radio cannot be primarily an entertainment medium. Radio must inform, because it is the only medium capable of informing while news is happening.

"But a second function is specialized entertainment. Music provides this in part. But a station that is aware of audience preference cannot ignore other types of entertainment. To do so is to forget the desire of the listener to hear a program that will stimulate him intellectually as well as entertain him.

"The recent emergence of bright comics and satirists like Elaine May and Mike Nichols, Mort Sahl and Shelley Berman is important for radio because their fare calls for mental participation by the audience."

In Culligan's network days, long before quiz scandals broke or Newton Minow's "vast wasteland" speech became famous, he was one of the most vocal advocates of public interest programing. He personally directed the creation of *Image Russia*, 40 hours of tapes programed at night in segments. The program was well received by listeners and won an award. But it went sponsorless, says Culligan, because it was too "controversial" a subject for advertisers who are too "sensitive." He followed *Russia* with *Image Minorities*. That, too, went on the air without a sponsor. But he was so convinced that these programs were good for the public and good for radio, that NBC footed the bill for the broadcasts.

"No rating," he says, "can ever correctly measure the service that an advertiser renders the public and itself with public interest programing. But if the public is going to demand escapism, it should get it."

Culligan says he would like to see programing upgraded as much as would FCC Chairman Newton Minow and NAB President LeRoy Collins. "But," he qualifies, "continued general criticism is not good, for two reasons. For one thing, the broadcasters who do not deserve criticism bear the brunt of it. On the other hand, those who do deserve the attacks hide behind the generalities of criticism. When charges are made they should be specific and isolate the few culprits who now give the whole industry a black eye.

"After all," he continues, "broadcasting is a terrifically demanding business. All businesses suffer crises, maybe once a month, maybe less. But in broadcasting there are two or three crises every day that put a heavy drain on talent. Working un-

3 LOCAL RADIO
STATIONS IN **1**

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

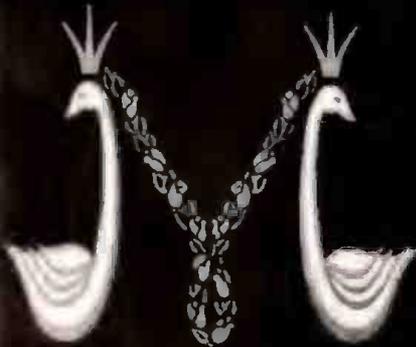
Represented by Devney, Inc.

DINING

at New York's elegant

MALMAISON

is a delightful experience



**MALMAISON
RESTAURANT**

10 East 52nd St., New York

LUNCHEON... COCKTAILS... DINNER

At the piano: Jules Kutz, 5 to 11 P.M.

PLaza 1-0845 • Closed Sundays

WHAT JOE CULLIGAN THINKS OF RADIO TODAY

Continued from preceding page

der such pressures it is a little difficult to produce overnight the idealistic medium that those in power have come to expect."

Because Culligan has been away from a direct involvement with radio for the last 16 months, he has taken on an agency man's perspective of the medium. Perhaps more than during his radio days, he is keenly aware of the necessity for getting radio's story across to agency management. One of the first steps radio must take, he says, "is to promote to national advertising agencies the idea of hiring a high-ranking radio specialist."

Radio stations can make an important stride themselves, simply by raising rates. "Rates are too low," accuses Culligan, "and this alone tends to understate and undersell the medium's importance."

It is unfortunate for broadcasting that Joe Culligan's responsibilities at Interpublic are not more directly involved with the sound medium. But he is always on the fringe of broadcast activity. With his somewhat nebulous title of general corporate executive, he is apt to be in the midst of any agency skull session at the management level.

The advanced projects division of Interpublic is under Culligan's command. It includes basic research and the corporate information department.

Culligan is heavily involved in projects that will help the client's business grow, for "we grow only as our clients grow."

Currently, he is busy investigating all forms of commercial and public service communications. "We are pioneering," Culligan explains, "in the area of non-verbal communications. This is an important area, because even the successful verbal approach can be restricted by a breakdown in non-verbal communications."

Culligan also cited the TV Factor Analysis study prepared by MarPlan Inc., a division of Communications Affiliates Inc., itself a division of Interpublic. "This study scrutinized hundreds of television commercials to factor out the high and low interest

elements. It is available to our clients for their consideration in weighing certain elements of a campaign," he explains, adding that some of the data pertaining to sound may have application to radio.

The complexity and multiplicity of Interpublic affairs that pass through Culligan's hands would make the average advertising dynamo limp. But Culligan thrives on variety and delegates authority freely.

One secret to the Culligan success in dealing with people is intimated by a long-time friend and former NBC associate: "Joe accepts his aides as knowing more about their specialties than he does. If he disagrees with them, he will always hear them out before making a contrary or compromising decision. He is never an unpleasant man. And I don't think that Joe ever fired anyone without first helping them get another job. He listens to the problems of people who work for him, sifting details, airing ideas, trying to reach conclusions and determine new directions."

Away from the office, Culligan puts as much enthusiasm into pastimes as he does into work. He is president of the Radio and Television Executives Society, a group he has enjoyed even more in the year and a half since he left NBC, because it gives him a chance to keep up old friendships and talk casually about the broadcasting industry he is so fond of. But his association with RTES is more than a casual one. His willingness to serve in the top post is a key to the Culligan personality: he welcomes responsibility.

He is a trustee of the American Child Guidance Foundation, which combats juvenile delinquency at the prevention level. And he is chairman of the annual fund-raising drive for the Boy Scouts of America.

It is significant that of the three "groups" Culligan associates most with away from the office, two are concerned with the welfare of children. He gives his time freely to his own children, passing much of his weekends with them when he is not on the golf course at either Appawa-

mis or Westchester country clubs in Rye, New York, where he lives.

Culligan and his wife, Doris (he met her when they worked at Hearst Corp., she as an assistant editor, he as a salesman), live on a small estate that is, for recreational purposes, nearly self-sufficient. They have a swimming pool, enough ground for Joe to practice golf shots, a pony that the kids ride, and jungle gym that keeps the children happy and Joe fit. Kerry, Joe's 14-year-old son, fishes with his dad (he is named for County Kerry, Ireland, birthplace of Joe's father) and is now in Key Largo, Fla., on a fishing trip. His three daughters—Susan, Carolyn and Eileen—are all younger than Kerry and home for the summer, pursuing their favorite Culligan sports—horseback riding and swimming.

Although he doesn't like to be away from home, Culligan finds himself traveling to various agency and client offices throughout the country an average of two weeks per month. While on the road (or in the air, as reality would have it) he gets a chance to read the latest books. Not a college graduate (he attended Columbia University at night for a while), he is one of the most well-read men in business. He has books in his office and often picks one up during a lull between meetings or appointments, or on an occasional lunch hour when he is in the office alone. He reads on the train from Rye to the city and back. He reads in the barbershop.

The latest novel is always a topic for brisk conversation with Joe. But his reading of the novel is only for pleasure. The bulk of the books he reads are histories. His preoccupation has become, more and more, the study of the "anthropological view of the human condition. There is no more fascinating subject to me than the history of human civilization."

One of Culligan's favorite, off-beat schemes is his dream-concept of a revolutionary plan to solve the population explosion. He calls this plan the "bridge city," and has an artist's drawing of such a city on his office wall. The bridge city is one built over bodies of water; it evolves from a simple fact that Culligan is quick to point out. "All the congested metropolitan centers of the world

are located on great bodies of water—a lake, an ocean or a river. Why not make use of the millions of 'acres' above these waters."

For inland congestion, Culligan proposes the "ridge city." "The glaciers of the ice age," he says, "left great valleys and ridges in the earth. Whole cities could be suspended from one ridge to the next."

He envisions these cities as modern utopias, embellished with germ-free air conditioning, car and passenger elevators and surveilling beautiful, unobstructed views.

One of Joe Culligan's greatest personal trademarks, like the man in the Hathaway shirt, has been the patch on his left eye. It sets him apart from other men, creates an air of uniqueness. Typically, he developed an improved patch when he didn't like what was available on the market.

For years he has received hundreds of letters from persons with the same problem, asking how they can get a black patch just like his. Whether they can purchase them or not, Culligan always sees to it that these letters are answered with a black patch enclosed. He taught his secretary, who has been with him for 10 years, how to make them.

Culligan has not always had the distinction of the eye patch. It came to him in World War II, when, as a first lieutenant in the 1st infantry division, he led a combat infantry forward mission in the Battle of the Bulge. Fragments of an enemy grenade struck him in the face. His left eye was severely damaged and was later removed.

One of the truly remarkable human interest stories of the war resulted when Culligan awoke from the operation to find his sister at his bedside in Liege, Belgium. She was an army nurse, serving in the same sector, and had been rushed to his hospital by an alert doctor.

But there are many facets to Joe Culligan's charm and ability that mingle freely together to produce a man who is truly unforgettable. Perhaps the key to it all is his philosophy concerning his relations with others: "If you sincerely trust and respect your friends and associates and try to lead them primarily by example, they will generally perform better than they themselves think they can."

NOW we can offer you

PROVEN RESULTS*

with these

TELE-BROADCASTER STATIONS

IN **Hartford** - **WPOP**
(CONNECTICUT)

IN **Kansas City** - **KUDL**

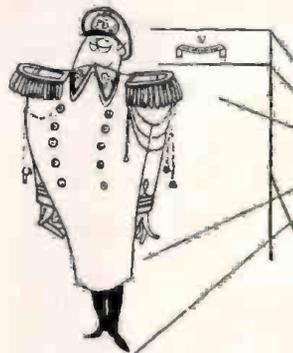
IN **Los Angeles** - **KALI**
(SPANISH LANGUAGE MARKET)

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



INTRODUCING THE NEW DRYDEN-EAST HOTEL

39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

THE MEANING OF TODAY'S NEWS...

"GLOBECASTS"—by the newsmen of **BROADCAST EDITORIAL REPORTS, INC.** who are known 'round the world—will be heard throughout the entire world (beginning Sept. 4) over **WRUL**, International Short Wave key station of the **WORLD WIDE BROADCASTING SYSTEM.**

These same "GLOBECASTS" are available in the United States on an exclusive basis—a new service to your audience, a new dimension to your station's news and public service image.

For full information—contact **A. Maxwell Hage**, President of **B-E-R's** newly-formed affiliated organization,

Broadcast Global Reports, Inc.
World Press Center—54 West 40th St.
New York 18, N. Y.
Tel.: Longacre 3-3942

3 1 2 PUBLIC SERVICE WITH PROFIT



ONE OF NEW YORK'S FINER HOTELS

On the city's most famous thoroughfare, 5th Avenue in exclusive Washington Square. Spacious single rooms from \$10 daily. With air-conditioning from \$12-\$14. Lavish 2 & 3 room apartments with serving pantries. Television available.

SPECIAL RATES on a monthly basis. Additional substantial savings, on unfurnished and furnished apartments on lease.



Write for descriptive brochure
N. Scheinman, Managing Director

Fifth Avenue Hotel

24 FIFTH AVENUE at 9th STREET



NAMES & FACES



Henry G. Fownes Jr., vice president and New York office manager of **MacManus, John & Adams**, Bloomfield Hills, Mich., has been selected to head the newly created radio-television division of the agency. The agency's broadcast activities, which previously were handled by Fownes within the New York office, will now constitute a separate division with headquarters in New York and offices in Los Angeles. Broadcast billings now account for about 25 percent of the agency's total business. As manager of the new division, Fownes will coordinate broadcasting activities in all of the agency's offices. He will supervise program origination, purchases, commercial copy and production. Fownes has been connected with activities relating to broadcasting since the mid-forties.



Naomi Andrews, network copy chief in the sales promotion and advertising department of **Columbia Broadcasting System** since 1956, has been appointed to the position of director of advertising for the **CBS Radio** network. In her new post, she will direct the network's advertising agency, **Sudler and Hennessey Inc.**, in the creation of **CBS Radio's** consumer and trade press advertising. Mrs. Andrews also will handle the network's direct mail campaigns and other related advertising efforts. Mrs. Andrews joined the **CBS Television** network in 1948 as manager of the company's sales promotion services. Since joining the **CBS** organization, Mrs. Andrews has handled a variety of promotion and advertising assignments. She is a native of New York and a graduate of **Hunter College**.



Jack H. Mann, who joined the **American Broadcasting Co.** three years ago, has moved up to the post of director of **ABC Radio Pacific** and **ABC Radio West**. Mann will oversee the operations of the western sector of the network from the **ABC** offices in **Hollywood**. Mann assumed his new position after serving as the network's radio director of advertising, sales development and research. He became a member of the **ABC** organization in June 1958 as an account executive. During the preceding two years, he was a radio and television program packager. Mann performed the hat trick when he joined **ABC** by having associated himself with all of the three big networks. Previously, he worked as an account executive with **NBC** and **CBS**.



LeRoy A. Emmerich, broadcast production manager of Geyer, Morey, Madden & Ballard Inc., New York, has been named a vice president of the organization. Emmerich has served in his present post since 1956. At the time he joined the company in 1953 to supervise the production of live shows, Emmerich was the head of his own independent production firm. Emmerich has been associated with radio for more than 20 years. In 1941, he joined the international division of the National Broad-

casting Co. as a writer, commentator and producer. After the war, Emmerich returned to NBC, then moved to WAAT Newark as a disc jockey. Before forming his own company, Emmerich worked as a program director of WKOX Framingham, Mass.



Jerry Bess has been named to the newly-created post of executive assistant to Hathaway Watson, vice president in charge of broadcast operations for RKO General Inc. In his new position, Bess will report directly to Mr. Watson and will be assigned to special projects covering all phases of the company's broadcasting operations. Bess resigned as executive vice president of Arkwright Advertising, Inc., to accept the new assignment. For the past 13 years, Bess has been closely identified with the Robert Hall clothes account, supervising all of its radio and television advertising. Robert Hall is a major user of spot radio. Previously, Bess was associated with Emil Mogul Advertising and with Louis Cowan Productions.

Robert A. Dearth, president and general manager of Morse International, Inc., will soon join Kenyon & Eckhardt Inc., as senior vice president in charge of the agency's Detroit office. Dearth began working at Morse in 1956. Before becoming president, he had the responsibility of supervising advertising for all national, Canadian and international Vick Chemical lines. For seven years prior to his stay at Morse, Dearth was with Ross Roy, Detroit, rising to the position of vice president. During that time he was in charge of Ross Roy's New York, Chicago and Hollywood offices. Before joining Ross Roy, Dearth was with the Cleveland office of McCann-Erickson. At that agency, Dearth started as copywriter and left as an account executive.



During that time he was in charge of Ross Roy's New York, Chicago and Hollywood offices. Before joining Ross Roy, Dearth was with the Cleveland office of McCann-Erickson. At that agency, Dearth started as copywriter and left as an account executive.

During that time he was in charge of Ross Roy's New York, Chicago and Hollywood offices. Before joining Ross Roy, Dearth was with the Cleveland office of McCann-Erickson. At that agency, Dearth started as copywriter and left as an account executive.

All three agree WING is the sound that sells DAYTON

1ST

Continuous leadership in every PULSE survey (6 A.M.-12 M.) from October, 1959, through April, 1961, in Average All Day Audience.

1ST

Continuous leadership in HOOPER (7 A.M.-6 P.M.) from August-September, 1959, through May-June, 1961, in Share of Radio Audience.

1ST

Dominance in NIELSEN Station Index (7 A.M.-6 P.M.) in Station Total Cumulative Homes and Adult Audience, according to October-November, 1960, report.



REPRESENTED BY
robert e. eastman & co., inc.

WING Dayton, Ohio

Vice Pres. & Gen'l. Mgr. Dale Moudy



CARLOADS OF FOOD

Continued from page 16

empty half-gallon cartons of Oak Grove Sundee milk.

U&I Sugar Co., which took part in a KCPX Salt Lake City campaign, had a return of empty sugar sacks which represented purchases of 475 tons (over 47 railroad carloads) in 13 weeks.

Such records have become almost commonplace to Community Club Awards of Westport, Conn., and its participating stations and advertisers. Says John C. Gilmore, president of CCA (which has recently expanded beyond the U. S. to radio campaigns in Canada, Australia and Puerto Rico), "CCA has already turned about six million American housewives into garbage collectors."

A CCA campaign is a cooperative venture between that organization, a local radio station, local merchants, national and regional advertisers, and members of the local women's clubs. Merchants and advertisers sign up for radio time on a local station at slightly premium rates for a campaign of 13 to 16 weeks. The CCA director for the station holds a "kick-off" party in the local hotel for representatives of the community's various women's groups, and the promotion gets under way. Cash money prizes (ranging up to \$10,000, depending on the size of the market) are offered to the clubs whose members turn in the most substantial piles of "proof-of-purchase" on articles sold by the participating advertisers and retailers.

In its first five years, more than \$3 million in prizes was awarded during some 500 campaigns in over 200 markets. Food retailers took part in about 75% of these campaigns. This fall, CCA expects to have campaigns on about 130 stations.

Among the national and regional food advertisers who use CCA are: Sealtest, Ralston-Purina, Hormel, Stokely-Van Camp, Quality Bakers, Swift, My-T-Fine, Gold Medal Flour, Tetley Tea, Folger's Coffee, Pet Milk, IXL Foods, Donald Duck Frozen Juices, Buitoni Macaroni, Chock Full O' Nuts Coffee, Lever Bros., Fritos, Breast Of Chicken Tuna, H. J. Heintz Co., Oscar Mayer Meats, Sesame Chips, Holsum Bread, Lay's Potato Chips, Borden, plus most major soft drinks. ■

FOODS: RADIO'S \$76 BILLION QUESTION

Continued from page 16

"What are the necessary ingredients of such a food campaign?" Bar-borka continued. "An exciting commercial that is framed in the proper time periods and programing in order to pinpoint the chief purchasers and consumers of the particular item in question. In the case of cereals, of course, the housewife is the chief purchaser and the moppets and teeners the main consumers.

"Radio's additional ability to take a major food campaign and dramatize it both on the air and off through local promotion and follow-through makes it one of the soundest media buys."

Both these developments suggest what will have to be done before radio comes into its deserved share of food advertising billings:

(1) Radio must sell itself harder—at both the local and national levels to food clients through more research and documentation.

(2) Food advertisers must re-evaluate their media-buying with a closer look at radio and its advantages—especially in the area of economical image building.

The retailing of food has undergone many changes since the day in 1930 when a grocery worker named Mike Cullen rented an abandoned garage in Jamaica, Long Island, advertised himself to a depression-conscious New York as "King Kullen, the World's Greatest Price Wrecker," and introduced the self-service supermarket concept.

By 1936, there were 1,200 such self-service markets in the U.S. Today, there are some 23,000 markets which do \$500,000 or more annually. Some 2,200 of these supermarkets were added last year despite the general economic slump.

This year, trade publication *Chain Store Age* estimates 2,300 more will open, about 1,000 of them in the big suburban shopping centers. With the boom of the shopping centers in areas well beyond the metropolitan limits, some food people are beginning to wonder if their old reliance on newspapers for advertising is sound. Studies show that metro papers are not following the suburban population drift, but that air media are.

The supermarket explosion has mutated the whole food picture. Where the old corner grocery of another era used to stock about 500 or 600 products, today's supermarkets stock 6,000 to 8,000 items. Even the cities' "bantam" stores (usually controlled by a supermarket chain) stock 1,000 or more items.

Paul S. Willis, president of the Grocery Manufacturers Assoc., foresees the larger supermarkets of the end of this decade "carrying some 12,000 items in stock, and half of them will be different from those sold today."

The "independent" grocery, as grandpa knew it, is all but extinct. Now there are supermarkets, superettes and small (or bantam) stores—so classified on the basis of their annual volume (\$375,000 or more down to \$75,000).

They are generally of two types: (1) Co-ops in which retailers control the warehouse and warehouse management, such as IGA; (2) Voluntaries where warehouses are controlled—not by the retailer—but by an outside management which controls everything; this is the true chain such as an A&P.

The public attitude to shopping also has been changed by the supermarket. A *N.Y. Times* article stated that more people are exposed to supermarkets than to schools, churches or movies. "Once a week," the article said, "the housewife (or her husband) will go to a big regional, semi-department store kind of super, as far as 20 miles from home to do the major shopping; between times she will fill in at the nearest bantam." It has made the housewife an entirely different type of shopper than was her grandmother.

The shopping list, for example, has all but disappeared. A recent survey revealed that only one in five women carry a detailed list of articles.

"Supermarket buying is basically impulse buying," says Arthur D. Greason, president of Food Enterprises, Inc., a food brokerage firm in Rye, N.Y. "Advertising or packaging may help plant the impulse, but it won't have any effect unless the goods are prominently displayed in the supermarket. It's a constant

battle to get the item on the shelf and keep it there."

Getting displays in aisle gondolas, pyramids and other prominent areas is the chief problem facing a food packager. In 20 minutes to half an hour of shopping, it is impossible for a housewife to see every one of the 5,000 to 6,000 items stocked. It has been estimated that an aisle display in a supermarket will up the sale of that brand from 13% to 20%.

Here is where radio can do a job.

Sometimes it is accomplished through a radio personality—local or national. Edward C. Parker, president of Tetley Tea Co. which uses Arthur Godfrey on CBS Radio, says of this personality: "The trade response has been enthusiastic. This is extremely important for us because we are an independent tea company and sell no other product. Dealer cooperation in giving our tea prime shelf position has a decided effect on our sales."

Of the same CBS Radio personality, James D. Wells, v.p. and director of marketing for William Underwood Co. (meat spreads), says: "Godfrey commercials outpulled two half-page color ads in leading magazines by far. And on top of that, his approach to our in-store advertising program has produced top display results." Radio networks along with local stations across the country are constantly aiding brand advertisers in their battle to get supermarket displays. A trend appears to be developing in "talk" programming aimed especially at housewives.

In New York, WOR aggressively woos the food advertisers through such programs plus research and merchandising. Personalities such as its Martha Deane and food authority Carlton Fredericks pull listener requests of about 30,000 in introducing new food products; with that kind of consumer interest, a supermarket operator is usually glad to tie-in with point-of-purchase displays. These are ways in which radio can help the retailer.

Since it is the supermarket operator who controls the impulse buying, radio's challenge is to be of still more help to him. It is the way to open the gate to more national brand advertising. The biggest appeal radio can offer the local retailer is to help him run his store more efficiently.

The food profit picture is a discouraging one.

A&P, the largest food chain, does more than \$5 billion volume annually yet winds up with a net profit of only about 1%. According to *Food Topics*, supermarket trade journal, the average \$1 million-a-year supermarket only shows a gross profit of 19.25%. Out of this gross profit must come the major store expenses: payroll, 9.57% of sales; rent, 1.47%; supplies, 1.0%; fixtures and equipment, 1.26%, and advertising, 2.13%. Of every dollar taken in, over 80 cents must be re-invested in merchandise.

"The road to profits in the supermarket business is not in raising prices but in more efficient operation," says Leroy M. King, editor of *Food Topics*, who once ran his own \$1 million-a-year supermarket and later developed a whole suburban shopping center.

King can give admen a retailer's view of the food business. "Just remember," he says, "that the store operator has between 5,000 and 6,000 items, most of which are nationally advertised. He is only interested in handling and selling merchandise that has been pre-sold to his customers. He expects you to advertise. Quit advertising, and he will throw you out of the store. Make the most of it by translating it into terms of local impact. 'What is in it for me?'—this is the language market operators all over the country understand."

Although supermarkets are getting bigger (they may average 15,000 square feet), they still suffer from congestion. Part of this is due to the operator often adding all sorts of department store items such as

records, clothing and lawn mowers; but this he does to offset the low-profit foods with higher-profit merchandise. Yet despite the crowding, the average food store is offered more than 16,000 point-of-purchase in-store promotions a year.

He also is offered about 40 new items to stock every week. If he takes on any of these, then something else inevitably is thrown out to make room—most likely rejects are low-profit items, brands that don't advertise, or brands whose advertising is not helping the retailer.

Radio has an opportunity to work with the retailer in many ways. One way is to enlist the national advertiser in a creative approach to in-store merchandising. For example, the supermarket's most profitable food items are green groceries, fruits and meats. Most packaged foods are sold at break-even prices—or even below; their main value to the retailer is in traffic-building.

So if radio has a packaged barbecue sauce account, for instance, a welcome way to an in-store display for this account is to tie it to the retailer's profitable meat counter. Or a packaged cheese account can be of help to the retailer by being tied-in with its high profit fresh fruits such as cheese-and-apples, cheese-and-grapes (which incidentally are sold at about a 35% profit).

Some other opportunities for radio lie in taking more interest in cooperative advertising plans and in retailers' private label advertising—with the retailer's interests uppermost. Private labels, after all, were born of a desire for a store "image," which brings everything around again to the move taken by Co-ordinated Marketing Agency. ■

KEEP YOUR EAR ON . . .

RADIO PULSEBEAT NEWS

Bringing the news sounds of the nation ALIVE!

—SOUNDS THAT ATTRACT LISTENERS
AND RING CASH REGISTERS—

JOIN THE GROWING RPN FAMILY OF STATIONS NOW!

RADIO PULSEBEAT NEWS

153 - 27 Hillside Ave., Jamaica 32, N. Y.

AX 1-4320 (For Sample Feed—AX 1-6677)



EDITORIAL PAGE

THE CHANCE TO BE A MAN

IN this issue (page 17) we're taking a comprehensive look at one of the most vital and significant developments in modern broadcasting, the steady growth of editorializing by responsible radio men.

It is a tremendous subject and a great deal has already been written about it. But, in our opinion, the best things have not yet been said.

Editorializing is more than just a branch of radio's wide range of public service, more than another device to justify a license renewal.

With all due respect to Chairman Minow and Governor Collins, who have both urged an increased amount of station editorials in order to "help Americans better understand this complex world," through "a fair and responsible clash of opinions," we think there is an even finer reason for the movement.

We welcome the rise of editorializing because it offers the individual broadcaster the chance to *be a man*—in the truest, most mature sense.

The station manager who is not afraid to take sides, to speak his mind on controversial issues, to "sign his name" to what he says, and to accept the consequences, whatever they are, is demonstrating the kind of vigorous manhood which America and the entire free world stand greatly in need of.

We are delighted that there is already so much evidence that radio men are accepting this challenge. It speaks well for the virility of the industry itself.

In the past, many nervous critics have worried that "most stations aren't equipped to editorialize." They have cautioned against editorializing without trained personnel, thorough research.

Undoubtedly their points are well-taken. But, in our opinion, their fears are groundless.

Nothing matures a man more quickly than the assumption of responsibility. Nothing makes a man more acutely aware of the need to back up his opinions with facts than voicing them openly in a public forum.

We think editorializing is great stuff, great for the country, and even greater for the individual broadcaster. ■



QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

www.americanradiohistory.com



**JOHN
RAMBLING**

A dairy advertiser on 'Rambling With Gambling' for 4 straight years says: "This program has proved our most effective source of advertising."



**DOROTHY AND
DICK**

Dick Kollmar and Dorothy Kollmar's program alone accounted for 60% of the total responses from 12 radio stations for a premium offer by a frozen food packer, and at the lowest cost-per-return of any station.



**MARTHA
DEANE**

The dear of women commentators prompted 26,455 requests for a sponsor's offer of a sample package of instant coffee.



**AL AND DORA
MCCANN**

Noted food authorities, Al and Dora McCann pulled 14,000 replies for a sponsor's cookbook, as a result of just two announcements. Said the sponsor: "Tops anything I have seen in many years."



**CARLTON
FREDRICKSON**

The distinguished nutrition authority received 30,000 requests for a sample bottle of salad dressing within 5 days of the offer.

...and advertisers get the same powerful results every day on WOR's RADIO NEW YORK with JIM COY, ARLENE FRANCIS AT SARDI'S, THE FITZGERALDS, and radio's finest line-up of newscasters: LESTER SMITH, HARRY HENNESSEY, HENRY GLADSTONE, JOHN SCOTT, JOHN WINGATE, LYLE VAN, and PETER ROBERTS.

TALK ABOUT FOOD!

No one does it better than WOR-Radio personalities, newscasters, and merchandising experts who work for you on both sides of the supermarket counter.

That's why every year more food and grocery product advertisers use WOR than any other station in New York—2 times as many as use the #2 station.*

What's more, as many exclusive food and

grocery product advertisers (accounts using only one station) use WOR as use all other New York stations combined.*

In food, as in any business, talk is only as good as the talker. That's why your words are worth more on the most widely listened-to station in the nation—the one station where talk remains the liveliest art.

*BAR Jan 19

WOR RADIO 710

FM 98.7/An RKO General Station

U.S.

F M

AN
AIR MEDIA
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS

AUGUST - 1961

VOL. 2, - NO. 7

WHOM:
MILLION
page 3

FM BE
CLASS MEDIUM
page 6

AL CAPSULES
FM SUCCESS
page 9

STATION
LISTING
page 11

TRENDS AND
DEVELOPMENTS
page 1



WHOM - FM (82.7 mc.) *becomes* **the New York** **VOICE OF HERITAGE**

... presenting 18 hours of the world's outstanding music each day from 7:00 a.m. to 1:00 a.m. With the addition of the big New York market, Heritage Stations now offer coverage in every important market area in the country... broadcasting to the nation's greatest captive FM audience.
THE NATION IS FOR SALE... BY HERITAGE!

HERITAGE STATIONS NATIONWIDE



U. S. FM is on the move!

U. S. FM, one of the two magazines published monthly by Air Media, Inc., will be merged with its sister publication, U. S. RADIO, with the September edition.

The publishers think such a merger of the leading publications covering both phases of radio broadcasting—amplitude modulation, frequency modulation—will bring to a far more vast audience of readers . . .

- **news and analyses of current developments in radio,**
- **an appraisal and perspective on trends which are emerging in this ever-new but older sound medium,**
- **a better understanding as to how radio—in both its forms—can serve the vital interests and objectives of its three participants: the listener, the broadcaster and the advertiser.**

You, as readers of this magazine, will be able to enjoy and to take advantage of “one-stop reading”—the presentation of crucial issues and developments in the radio broadcasting business under one cover, written and presented in easy-to-assimilate style, developed at all levels to give readers a rounded as well as deepened perspective on the industry.

FORE MOST

Motorola gives heavy billboard promotion to its fm radios

Motorola's new fm car radio was heavily promoted on billboards during May and June to reach driving traffic in 99 markets, each with at least three fm radio stations. Programatic Broadcasting Service, in its current newsletter, commends the manufacturer for its "display of confidence in the new medium in spending impressive money in posting roadside billboards." The agency: Leo Burnett, Chicago.

NAB surveys its fm station members to learn plans

NAB, in a new survey of its fm members, indicates that 79 of them will be broadcasting stereo programs by the end of this year and another 178 by the end of 1962.

Details of its mail survey of some 600 fm stations:

- 185 fm stations said they plan to begin stereo broadcasts.
- 140 fm facilities do not plan to go into stereo.
- 32 stations have made no decision on the matter.
- 24 stations combine stereo in both am and fm broadcasts and have no specific plans for stereo fm only.

Fm stations have many plans for stereocasts

NAB also queried stations as to the number of stereo hours they would broadcast weekly. The range was wide: from two to 130 hours per week. The biggest single reason for a delay in starting stereo broadcasts, say the stations: a scarcity of fm stereo receivers. NAB's Research Manager Richard Allerton says that of those 185 stations which report they'll go into stereo, 46 will begin stereo programming next year, seven more stations in the post-'62 period and 77 before the end of this year.

Fm Station Key sees rise of 126 stations in 6 months

Gaining number of fm stations are taking the air, with matching rise in national rather than merely local or regional broadcast interest. One significant indicator is the rise in correspondence to U. S. FM editors, and the additional reports which stations are detailing for use in the monthly Fm Key (see page 11). In the past six months, the station listings in the Key have risen from 369 to 495.

Henri, Hurst & McDonald has special fm summary

A Chicago agency—Henri, Hurst & McDonald—joins Young & Rubicam, New York, as a pace setter in exploiting and detailing the fm market for its accounts and its prospects. Lee Randon, audio-video director of HH&M, gives some of his and the agency's "inside" thinking on the fast moving medium of fm. (See page 7.)

Hi-fidelity show uses radio to sell itself

Developers of the high fidelity music show for the greater Delaware Valley area, scheduled for the Benjamin Franklin Hotel in Philadelphia from October 27 through 29, gives stress to the value of radio advertising. Show Director Harry Bortnick says "major funds" have been set aside for the purchase of radio announcements, as well as for other media, and that U. S. Savings Bonds will be awarded to winners in several advertising classes, including the "best use of company advertising on radio" in supporting the show.

Great benefactor

Congratulations on U. S. FM! I am sure it will prove a great benefactor to the fm cause.

David M. Myers
President
WFGM-FM
Fitchburg, Mass.

Improving with age

Gentlemen, allow me to say thank you for your fine publication, U. S. FM. Every issue seems to be more valuable than the one before it.

Kenneth G. Moore
KHOF-FM
Los Angeles

High hopes

We thoroughly enjoy U. S. FM. We feel it to be a great help with our fm problems and do hope the magazine will continue as a separate publication.

George H. Haskell
General Manager
KNEB-FM
Scottsbluff, Neb.

Good news

We appreciate the fine work you are doing in putting good radio news in print.

Joe Urban
Manager
WEKZ-FM
Monroe, Wis.

"Our own"

Congratulations on U.S. FM from WDBN-FM! It's a shot in the arm the fm business has needed, a magazine we can "call our own."

WDBN has been on the air for almost 10 months, with success leading the way from the very beginning. For this reason, we are convinced that fm is not a thing of the past, or a product of the future, it is here now, and we feel that the success of this fm station, and many others like it, have proved just that.

Theodore Niarhos
Vice president and
general manager
WDBN-FM
Barberton, Ohio



IN THIS ISSUE

Fore Most	Trends and highlights in fm radio; reports on fm advertisers and stations	1
Fm home box score: 14 million homes	With fm penetration now set at 28 percent of all radio homes, fm makes a measurable impact	3
Fm: evolution from 'class' to 'mass'	Henri, Hurst & McDonald's Lee Randon forecasts fm's future in a client presentation	6
Fm Highlights	Capsule success stories, news from stations and fm advertisers; what they buy and why	9
Fm station key	Up-to-date listing of fm stations, including programing, market penetration, representative	11

Norman R. Glenn
Bernard Platt
Arnold Alpert

Elaine Couper Glenn
Jane Pinkerton
Mary Lou Ponsell
Barry Mallin
W. F. Misch
Maury Kurtz
Sal Massimino
Shirley Allison
Jo Ganci

Editor and Publisher
Executive Vice President
Vice President
and Assistant Publisher
Secretary-Treasurer
Managing Editor
Senior Editor
Assistant Editor
Contributing Editor
Art Director
Business Manager
Administration-Production
Secretary to Mr. Alpert

West Coast Representative
Whaley-Simpson Co.

700 Montgomery Building

San Francisco 11, SUtter 1-4583

% Edith K. Whaley

216 S. Vermont

Los Angeles 4, DUNkirk 7-6169 & 6160

U.S. FM is published monthly by Air Media Inc. Subscription for U.S.A. includes U.S. RADIO, monthly publication also published by Air Media Inc. Editorial and Business Office: 40 E. 49th Street, New York 17, N. Y. MU 8-0475. Printing office, 3110 Elm Avenue, Baltimore 11, Md. Please advise if you move, and give old and new address. Copyright 1961 by Air Media Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

Enjoys surveys

Many thanks, we enjoy reading U.S. FM each month, and in particular the article about surveys. We feel that much needs to be done in this field, and soon hope to take our place as a "doer" on surveys.

Bill Dahlsten
Operations Manager
KAFM
Salina, Kansas

Helpful

We find this magazine very helpful and want to continue receiving it.

Dave Yearick
Commercial Manager
WMUU-FM
Greenville, S.C.

Interesting

We find U.S. FM extremely interesting and helpful.

Robert A. Gates
Manager
WFAH
Alliance, Ohio

Fm home box score: 14 MILLION

New fm home count gained from student's thesis marks a research milestone



THE findings of a student, probing fm for facts to fill a master's thesis, have suddenly added some solid flesh to the medium's profile.

Although unofficial, a new educated projection of the number of fm homes in the United States is estimated at 14 million according to a thesis prepared by Don Mohr for New York University.

At the recent National Assn. of Broadcasters convention in Washington, D. C., he states in the study, "a leading advertising agency [Ev. NOTE: Young & Rubicam, Inc., New York] released a study on the fm radio audience, in which it was reported that approximately 28 percent of all radio homes have an fm receiver. By applying this figure against the number of U. S. radio homes, currently estimated at 49,500,000* pend-

ing a more current estimate, fm homes may be estimated at approximately 14 million."

Mohr has made the same projections for approximately 30 markets, based on The Pulse Inc. fm market penetration reports (see chart, page 4). In studying these markets in relation to total U. S. fm homes, Mohr has observed that the six largest fm markets—New York, Los Angeles, Chicago, Boston, Philadelphia, and San Francisco-Oakland—account for a combined total of 5,636,222 fm homes.

"Thus," he concludes, "40.3 percent of all U. S. fm homes are located within these six major metropolitan areas. This fact would seem to be quite significant to an advertiser interested in fm radio as an advertising medium."

Because these six major markets seemed to loom as the most impor-

Don Mohr, a graduate student in the school of business administration, New York University, has recently submitted for an M.B.A. degree a thesis entitled "The Potential of Fm Radio as an Advertising Medium." Portions of this work are described in this article. Mohr has been on the staff of a national advertising agency for the past three years. In order to identify his study as one done for personal reasons, Mohr asked that U. S. FM withhold the agency's name.

*Source: Radio Advertising Bureau, 1960 Radio Facts Pocketpiece.

Fm penetration and projected number of fm radio families*

	Fm penetration		Radio families in metro area		Projected fm radio families
	% of am homes	Date	Families	Date	
Akron	26.6	4/60	152,200	1/61	40,485
Albany-Troy- Schenectady	33.1	10/58	204,600	1/61	67,723
Atlanta	19.2	10/60	275,600	1/61	52,915
Baltimore	27.9	4/57	482,100	12/60	134,506
Boston	50.1	2/59	938,700	12/60	470,289
Buffalo	34.8	9/59	388,100	12/60	135,059
Chicago	42.9	11/60	2,013,300	1/61	863,706
Cincinnati	29.1	1/60	333,600	12/60	97,078
Cleveland	36.1	6/59	528,900	12/60	190,933
Columbus	37.4	10/58	195,500	1/61	73,117
Dallas-Fort Worth**	20.7	4/58	450,095	11/60	93,170
Denver	38.5	6/60	273,600	12/60	105,336
Houston	31.2	8/60	359,300	1/61	112,102
Kansas City, Mo.	33.3	11/60	339,500	1/61	113,054
Los Angeles	48.9	6/59	2,181,500	12/60	1,066,754
Miami	31.7	10/58	282,100	2/61	89,426
Milwaukee	22.1	4/58	350,700	12/60	77,505
Minneapolis-St. Paul	20.5	10/60	417,900	12/60	85,670
Nashville	11.8	11/59	105,500	11/60	12,449
New Orleans	24.1	11/58	240,400	12/60	57,936
New York	53.5	10/60	4,417,300	11/60	2,363,256
Norfolk	31.8	12/60	159,100	5/60	50,594
Philadelphia	36.3	2/58	1,253,400	1/61	454,984
Pittsburgh	30.1	2/59	673,500	12/60	202,724
Portland, Ore.	46.1	11/57	286,100	2/61	131,892
Providence	35.1	10/58	208,400	10/60	73,148
Richmond	28.1	8/59	112,000	12/60	31,472
Rochester	41.9	10/58	178,600	10/60	74,833
San Antonio	22.2	11/60	177,300	11/60	39,361
San Diego	39.4	10/59	304,000	11/60	119,776
San Francisco-Oakland	47.3	9/57	882,100	1/61	417,233
Seattle	21.3	2/60	354,300	12/60	75,466
Washington, D. C.	40.3	4/59	579,800	12/60	233,659

*Source: The Pile-In. (Note: Reports used for 1957 market are indicated by the dates in the table.)
 **Cover: Dallas and Tarrant Counties only.

tant in his study, Mohr prepared, where similar information was available for three or more markets, a composite figure through use of a weighted average.

In order to arrive at composite figures he weighted the Pulse data for each market by the size of the respective market. For example, the table on page five, *Ownership of fm radio sets*, was weighted by the number of radio homes in each market. Two other tables, not reprinted here, *Use of fm radio in the last week* and *Reasons for listening to fm radio*, were weighted by the number of fm homes in each market.

"It is questionable," Mohr says, "whether or not these composite figures should be projected beyond the sample, as most of the reports were done in different years and at differ-

Angeles, where 71.2 percent reported listening in a one-week period. Tune-in in the other five markets was: Chicago, 64.0 percent; New York, 57.4 percent; Boston, 52.7 percent; San Francisco-Oakland, 48.6 percent, and Philadelphia, 47.1 percent.

Among listener's reasons for listening to fm radio, the most cited response (49.2 percent) in the six markets was that they "liked good music." Some 21.8 percent said they had "no particular reason" for listening to fm; 19.2 percent liked fm because there were "fewer commercials;" 15.7 percent said they listened because of "superior sound, tone, reception or lack of static." The figures total above 100 percent because of multiple responses.

Unfortunately, as Mohr points out

may be, is a quality audience and should not be compared with am in terms of audience size."

He believes that it is important for fm broadcasters to first sell the medium, secondly the market, and finally, the station.

However, in the absence of widely accepted quantitative audience data, he recognizes that an advertiser considering fm as a vehicle for his methods is faced with not finding the exact number of homes his commercial might reach. At the same time, he reflects, the cost of producing audience size data periodically may be prohibitive for many fm stations.

"One solution to this problem was suggested by the sales manager of a metropolitan fm station," says Mohr. "His proposal is to develop data on

Ownership of fm radio sets in the top six fm markets*

	New York	Los Angeles	Chicago	Boston	Philadelphia	San Francisco-Oakland	Composite
Total radio homes interviewed	1000	1000	1050	1000	1000	1000	6050
Homes possessing fm receiver	53.5%	48.9	42.9	50.1	36.3	47.3	48.2
Homes without fm receiver	46.5%	51.1	57.1	49.9	63.7	52.7	51.8
TOTAL	100.0%	100.0	100.0	100.0	100.0	100.0	100.0

*Source: The Pulse Inc.

ent times of the year; and there was a slight difference in the wording of questions among some of the reports. Furthermore, two Los Angeles reports were used interchangeably.

"However," he states, "since no similar data exists in composite form for these six markets to the best of the author's knowledge, the data gives some approximation of the combined market."

In his study of how many listeners used their set in a one-week period, Mohr came up with these figures for the composite six-market area: 59.1 percent said that they used their fm radio during the week; 40.9 percent said they did not. Thus, over half of these fm owners used their sets during the week. The highest percentage of tune-in was registered in Los

in his comments, "there is no precise definition of good music. It could be classical, semi-classical, popular, jazz or other type. Good music to an fm owner in one section of the country may not be appealing to another listener in a different area."

Audience data, which will tell an advertiser how many homes within a market are listening to an fm station at a particular time, are still lacking, Mohr points out.

"Although it is obvious," he states, "that audience size figures for fm stations would be lower, in general, than similar figures for am stations, such data would be useful as an aid in evaluating fm stations, time periods, programs and cost per thousand. The fm audience, however small it

fm homes-using-radio for individual markets."

Going one step further, Mohr advocates: "Assuming that all fm stations within a market contributed to a joint fund set up for fm audience research, surveys of fm usage by hourly periods could be taken for the entire market. This would not handicap fm stations with smaller audiences, as ratings for individual stations would not be shown.

"At the same time this information is obtained," he continues, "it would be highly desirable to also obtain audience composition data reflecting the percent of men, women, teens and children listening to an fm receiver at several intervals of the day. Having data with which to sell their market, stations would then be in a position to sell themselves." ■

Fm: evolution from 'class' to 'mass'

Henri, Hurst & McDonald's Lee Randon traces the excitement and change of fm in its era of 'revolution' to becoming a mass medium

Among the important contributions to the fm medium is the agency presentation to its clients: a summary of the force and facts of fm which inform and then persuade advertisers to use this kind of radio. One of the newest and most detailed such presentations comes from Henri, Hurst and McDonald, Chicago, and represents the thinking and the work of its audio-video director, Lee Randon.

The basic fm presentation shown by HH&M to its clients and to its prospective accounts is reprinted by U. S. FM in its entirety. But Mr. Randon has corollary thoughts to his written statements which background even further some of his thinking.

This presentation, he says, "marks the closing of one era and the beginning of a new one. It presents the standard picture of the medium to the present. But I have felt for some time that a tremendous change is in the making, one which will almost obliterate the differences between am and fm programing."

Few of the fm stations which have gone on the air in recent years, he adds, have adhered to the classic fine music program pattern. "A surprisingly large number are programing jazz, folk music, special features—all the basic elements of a good am station.

"At least one Chicago station is primarily foreign language, another has adopted the d.j. format, a third is completely am piped out of an fm transmitter. The network affiliates do nothing but simulcasting, yet get ratings. Follow this trend through and you'll find that the differences between am and fm programing are becoming more and more minute.

"In time, the only advantages fm will retain (always

excluding the fine music stations) are the small number of commercials per hour, the better quality of fm transmission and new stereo multiplexing.

"Now add one new element: the FCC's announced policy of fostering new high-powered fm stations and downgrading am. The net result could be a complete reversal of the present picture, with fm the dominant radio medium, am becoming the secondary one."

Mr. Randon hesitates to make predictions about the future of stereo, thinking that too much depends on the amount of advertising and promotion the set manufacturers will put behind it. If the manufacturers really push, the stations will join in and fm set ownership could skyrocket.

"If the manufacturers follow the line they did with color tv, the increase in set sales will be steady but slow. The picture is confused, won't begin to clear until fall when the first sets are on the market.

What he terms the "revolution" in programing indicates, in his view, that all present fm research will "soon become obsolete. As the number of fm set owners goes up, the social status of fm listeners, wage brackets, professional standing—all these will have to adjust downward toward am standards, always with the audiences of fine music stations remaining an exception.

"The only statistical support I can offer to substantiate this trend is a set count. There has been a large increase in the purchase of fm and am-fm combinations. Is this the result of a sudden crusade for classical music? Of course not. Basically, it's caused by the realization that you can get am-type programing better on an fm channel."

What Henri, Hurst accounts hear about fm

What is fm broadcasting?

Technically, it means that the broadcast signal is frequency modulated instead of amplitude modulated as in am radio broadcasting. To the layman this boils down to reception which is capable of extremely high fidelity and is entirely static free.

Commercially, fm has become a sponsor's dream. It provides, in many cases, loyal devoted audiences who show their appreciation by also being loyal to station sponsors. More of this later.

Growth of fm broadcasting

This form of broadcasting goes back to the dim days of radio, having competed with am during broadcasting's infancy. Fm lost out to am's broader range and for many years retreated to an experimental post-

tion, used primarily by non-commercial stations, such as WEFM Chicago, or as adjuncts to well-heeled am stations, such as WQXR New York.

In each case, the fm station was a lonely tower devoted almost entirely to classical music. While these stations slowly built fanatically loyal audiences, these audiences were so small they were of little value commercially. For truly efficient radio advertising, they couldn't begin to compete with the powerful and popular am stations and networks.

Then came the 1950s and television!

Almost overnight, the television stations took over public attention and practically all of the commercial advertising. The am stations and networks began to gasp for air. Radio, said the experts, was finished. All washed up. It wasn't true, of

course, and doubly so of fm.

Almost unnoticed in the glare of the tv tube, the number of fm stations began to multiply. By 1951, Chicago's single outlet, WEFM, was joined by seven other fm stations. By the end of the decade, that number had increased to 16. New stations appeared in city after city, until the present total has grown to over 850.

Programing diversity

As the number of fm stations increased, the programing base broadened.

Pioneers in the field continued to build their schedules on a broad base of classical music. Many of the newcomers included a fair share of classical music in their schedules but branched out from there into semi-classical and some jazz.

Others went the am route with completely diversified music and talk shows. All, however, retained a basic fm characteristic: commercials are limited, in many cases to a maximum of six per hour and, in many instances, three per hour, as against the standard six per quarter hour on most standard am outlets.

Fm audiences

As in every other phase of their operation, fm broadcasters seem to have no conception of the importance of the size as well as the quality of their audiences. While am beats its chest over a 98% set penetration and tv thunders about total audiences of 60 million and more, fm seems hesitant about admitting that it has some 80 million listeners in the U. S., reaching over 44% of the total population.

Even more interesting is the fact that this 44% of the population has more than 51% of the entire buying power! Source: *Survey of Buying Power*, July 10, 1960. *Sales Management* magazine.

Those are now impressive figures. But who listens? WQXR New York did a survey of listening habits in January 1959. It polled a random sample of 1,683 names drawn from subscribers of the *QXR Program Guide*. 1,174 completed questionnaires were returned and revealed the following:

Annual income, adult family members	
Over \$15,000	15.5%
\$10,000-\$15,000	22.1%

Hours spent with fm often out-pace those with am and tv

Hourly periods	Television	Am listening	Fm listening
MORNING			
6-7 a.m.	1.5%	7.9%	3.0%
7-8	4.2	24.1	15.6
8-9	6.2	13.6	21.8
9-10	1.8	7.3	26.6
10-11	1.6	5.2	26.2
11-12	2.9	4.6	23.5
AFTERNOON			
12-1 p.m.	3.1%	9.3%	15.6%
1-2	3.1	4.3	18.2
2-3	2.1	4.6	21.0
3-4	3.2	3.9	27.8
4-5	5.5	3.7	30.7
5-6	6.9	7.6	32.3
EVENING			
6-7 p.m.	11.4%	9.6%	34.8%
7-8	17.7	5.3	52.8
8-9	32.4	3.9	65.1
9-10	35.4	5.3	60.9
10-11	26.1	4.3	51.2
11-12	8.2	4.2	23.8

The comparison of hours spent viewing television, listening to am and fm radio is revealing. (This is a survey of fm listeners.)

\$7,000-\$7,500	20.5%
\$3,000-\$5,000	10.3%
Under \$3,000	5.7%

The QXR network average income is \$8,998; the national average, \$4,800, the station reports.

Occupation, adult family members	
Professional, managerial technical	69.5%
Clerical and sales	8.2
Craftsmen, foremen, operatives	5.6
Service and manual employees	2.3
Housewives, retired persons, students, others not employed	14.4

Total—100%

Obviously, if you want to reach those in the upper income brackets, in the middle and higher social levels—in other words, excellent prospects for an advertiser—you can reach them most efficiently and in the greatest numbers through fm.

And you can reach them best in the evening hours, the prime time hours which television has long claimed as its own. Television still garners a top audience but not among the growing fm audience!

The future

On May 1, the Federal Communications Commission finally approved the transmission of stereophonic music over fm stations. Beginning June 1, fm stations for the first time were able to broadcast stereophonic music over a single channel.

Listeners with properly equipped fm receivers are now able to receive stereophonic sound in their own homes. This will not interfere with normal reception on present-day monophonic receivers.

Leaders in the broadcast industry feel that this new development will give fm a tremendous boost, and will be as important to the broadcasting industry as stereophonic recording was to the record business.

This is of great importance to the fm industry. It is equally important to present and prospective fm advertisers. A concentrated selling program for this new method of receiving fm (and such an expanded program will break within the next few weeks), will increase the fm audience considerably and make this medium an even more effective advertising buy. ■

Henri, Hurst's Lee Randon is a multiple-media and all-agency advertising professional

The man who wrote this fm presentation, the full text of which appears in adjacent columns, is Lee Randon, an all-round broadcast and advertising professional who has been active in the industry for some two decades.

He's currently director of audio and video for Henri, Hurst & McDonald agency in Chicago where, over the past decade, he has been smitten ever more seriously by the fm radio medium.

He's been a writer, actor, electronics technician, producer of commercials as well as programing, film director and timebuyer.

Two of his industrial films have won awards: "Tie Tie Go Round" for the Chicago Printed String Co. and "The Cultured Wood Story" for Kroehler Mfg. Co., accounts at the agency where he has worked as a radio-tv film specialist for the past 10 years.

After starting with the Chicago agency as film director, he moved to a post as manager of radio and tv in 1956, handling commercials and programing for such a diversified account list as Admiral, Linco bleach, International Shoe and Armour canned meats. Since then he's added responsibilities in two additional areas of vital importance to modern marketers: merchandising and media.

In merchandising, he supervises sales training and sales promotion aids for manufacturers and their sales and dealer organizations. In media, he's been active as a timebuyer for the past 18 months and directs buying activity for such major accounts as Myzon (animal food and health products).

A long-time proponent of fm, he sees marked signs of an upturn in commercial acceptance of the medium. In terms of this commercial appeal, "the fm picture has been very encouraging to those of us who believe in persuasive soft-sell. This type of copy, delivered straight by station announcers, has far outpulled the raucous and blatant commercials we have been forced to use so frequently on am.

"I hope fervently," he says, "that as fm operators continue to veer away from the classic fm image that they will continue to insist on present soft-sell standards. There are as many, if not more, opportunities for creative selling within the soft-sell approach as in the present uninhibited am commercials." ■



FM HIGHLIGHTS

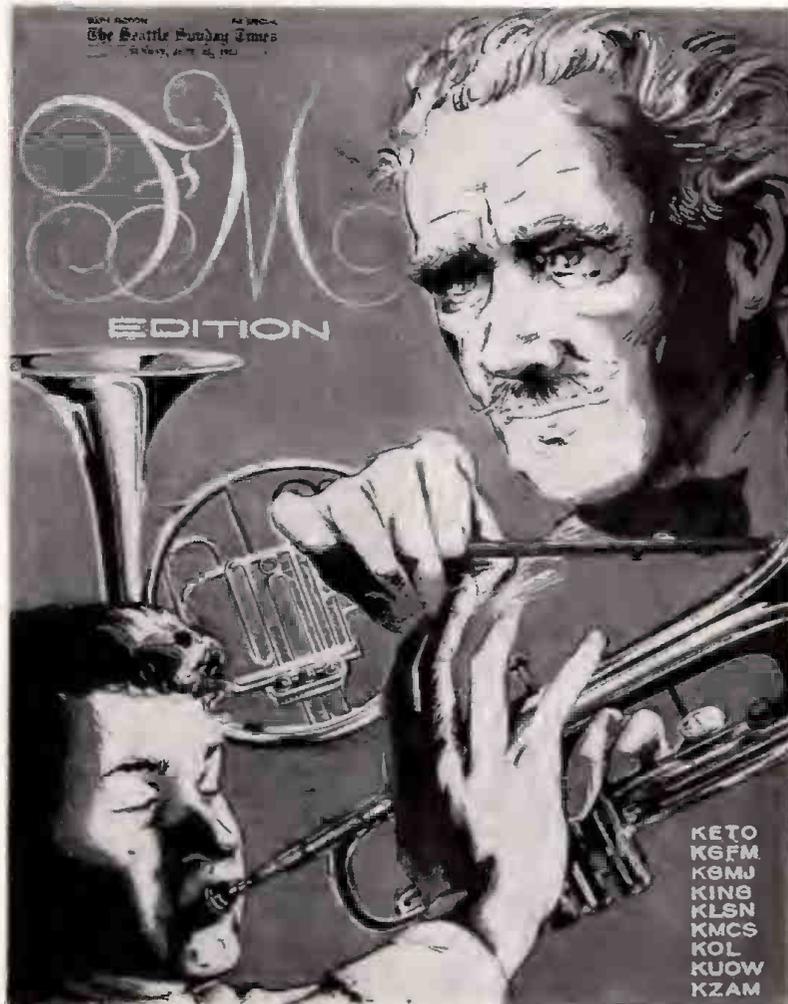
STEREO: WAITING AND WATCHING

An analysis of the status of stereo three months after the FCC approved the use of multiplexing shows a trend among broadcasters to look before they leap. Several stations have already converted to multiplexing, and according to a survey conducted by the National Association of Broadcasters, close to 80 stations hope to broadcast stereo by the end of this year. But a host of other stations, who are interested in multiplexing and hope eventually to install the necessary equipment, are playing cautious for a number of reasons. The major roadblocks are: 1) the lack of fm receivers on the market, 2) the slow response of advertisers to stereo, and 3) the stringent FCC regulations governing the use of multiplexing.

In a speech before a convention of radio retail dealers in Chicago, John F. Meagher, vice president for radio of the NAB, placed the burden of stimulating sales of fm receivers on the manufacturers and distributors. Meagher called for an extensive promotion by the makers and sellers of fm equipment to create a demand among the public for stereo receivers.

"Fm licensees are going to be very reluctant to embark upon stereo broadcasting without full assurance of full cooperation from distributors and dealers in fm stereo receivers," he said. Meagher contended that the success of fm multiplexing "depends, in a large measure, upon how aggressively and cooperatively manufacturers, distributors and dealers are willing to work with fm broadcasters."

Reactions from manufacturers indicate that some are responding to the call. Granco Products Inc. of Kew Gardens, N. Y., a major maker of fm radios, was the first company to market new stereo fm sets, according to Henry Fogel, the firm's president. Fogel explained that the company anticipated the FCC action and



SOLVING A COMMON PROBLEM

Scraping up money to indulge in promotional advertising is a problem long familiar to fm stations. One solution is to combine forces, and this is exactly what the nine stations in the Seattle FM Broadcasting Assn. did to promote the sound of fm. They joined hands with the Seattle Times to produce a special 12-page supplement devoted to fm. The stations provided ideas, articles and chipped in for a portion of the advertising. The newspaper garnered the bulk of the ad copy, mostly from manufacturers and dealers in radios and records who pushed nationally advertised equipment.

began producing the sets as soon as the approval for multiplexing came through. "This is a great new field with tremendous potential," Fogel said, "and we planned long ago to waste no time in going to stereo the moment it was approved." Fogel predicts that stereo broadcasting will create a huge demand for stereo receivers in the same fashion that stereo records set off a boom in the phonograph industry. According to Granco, industry sources expect stereo sales in the next 12 months to add \$50 to \$75 million to the \$300 million annual fm market.

Many people in all phases of radio are still fuzzy about the new types of fm equipment. In an effort to familiarize the industry with stereo fm, the Electronic Industries Assn. held a symposium on stereo at this year's music show in Chicago. The EIA brought together leading figures in the field of radio, including Meagher and Robert E. Lee, FCC commissioner; prepared a booklet called, "A new world of broadcast sound—the facts about fm stereo;" and staged a demonstration of fm stereo transmission and reception. L. W. Sandwick, vice president of Pilot Radio Corp., believed the symposium was notable because it was the first time the electronics industry had arranged for a "full factual report" on a new advance at the time of its introduction.

A further indication of industry interest in stereo is the announcement that fm stereo broadcasting will be the central theme of the 1961 Delaware Valley high fidelity music show in Philadelphia during late October. According to Harry Bortnick, the show's director, it will have the largest and most concentrated advertising and promotional budget ever allocated for this type of activity in the Delaware Valley area. All media, including newspapers, radio, posters, direct mail, cab signs, trolley and billboard displays and promotional tie-ins through store exhibits, will advertise the show.

If these and other similar promotions achieve the desired effect of creating a boom in fm receivers, then it follows that advertising agencies might take another look at fm. At present, most agency people, like many of the stations, are sitting back and waiting to see what happens. As a result, it will be sometime before the significance of stereo can be accurately measured.

Stations already sold on the idea of converting to stereo are still faced with the obstacle of finding the money to buy the equipment. The FCC has laid down strict requirements for the quality of equipment. During the EIA symposium, Robert E. Lee, FCC commissioner, explained that "the commission is requiring the stations broadcasting this new technique to adhere to very high standards in order to provide the public with the type of service that they are entitled to expect from this new and probably relatively expensive equipment. All this will go to naught if the receiving equipment does not match those high standards and I hope the heat of competition will not result in killing the goose that will lay a beautiful golden egg."

PROGRAMMING

The idea of programming to a highly specialized audience continues to catch on with stations throughout the country. In Detroit, WDTM-FM started a medical news service expressly for doctors. Prepared in cooperation with the Michigan State Medical Society, the service is programmed as a series of segments inserted each Tuesday between noon and 3:05 in the station's regular music presentations. The segments include announcements of the coming week's medical events, a five-minute report of current medical news, two 90-second interpretive medical features, a five-minute medical abstract, and an interview with a medical authority. In the first broadcast, the two interpretive features were on glaucoma and common sense rules

for sunbathing; the abstract concerned the complications resulting from Addison's Disease and diabetes occurring in the same patient; and the interview featured a University of Michigan professor discussing hospital costs.

In New York, WRVR-FM presented another unusual specialized program last month: eight continuous hours of live folk music. The program, aired from the station's studios in the Riverside Church Theatre, featured a number of the country's top folk singers, including Theodore Bikel, Pete Seeger and Oscar Brand. The station enjoyed the project so much that it plans a second live eight-hour show this month. This time it will present solo and chamber music.

Two fm milestones occurred last month. In New York, WNCN hired a performer at what the station calls the highest salary ever paid a talent in the history of independent fm stations. The performer is Galen Drake, a veteran radio personality long associated with WOR New York. Drake was given a three-year contract and will broadcast three shows daily. WNCN, flagship of the Concert Network, also plans to sign up several other well-known radio performers. All the shows will also be carried by the network's other three outlets: WHCN Hartford, WXCN Providence, and WBCN Boston.

In Detroit, WDTM believes it is the first fm-only station to send a reporter overseas. The station's correspondent, Dan Price, will travel through England, France, Germany and Switzerland, taping interviews with government and business leaders, as well as the man on the street.

BUYING FM

A co-ordinated schedule of 2,366 spot announcements on five New England fm stations has been bought by Monks' Bread. The company purchased the schedule after a trial flight over WPFM-FM Providence, during which sales increased more

than 13 percent in the first 20 weeks. No other medium was used. Monks originally tried fm at the suggestion of Professor Roger Washburn of Harvard University's Graduate School of Business Administration, after experiencing disappointing results from mass media advertising. Livingstone Advertising, Inc. agency for the premium-priced bread developed a series of 10 different pieces of copy read by male and female announcers over the same Bach organ prelude. This was designed to insure variety and still establish product identification with the musical background. Increased sales and listener response encouraged the agency to expand into other fm markets. In addition to renewing schedules on WPFM-FM, the agency has placed schedules with WXHR-FM and WCRB-FM Boston, WTAJ-FM Worcester and WCCC-FM Hartford.

CHEAPER BY FM

Several significant facts relating to the economy of advertising on fm were reported in a Pulse survey of the WLDM-FM listening area in Detroit, which the National Assoc. of Broadcasters recently released. The study showed that it costs an advertiser 20 cents per 1,000 listeners for a one-time one-minute announcement on WLDM-FM during an average quarter-hour. Extending this figure on the basis of the station's monthly cumulative audience, the cost per 1,000 listeners comes to less than seven cents.

The station compared this amount to the cost of conducting a direct mail advertising campaign. According to the station, the price of postage used to reach the same number of homes that is touched by WLDM-FM in an average quarter hour is more than five times the cost of advertising on the air. Adding 15 cents for printing and addressing, the cost of a direct mail campaign balloons to more than 19 times the fee for a one-minute commercial over WLDM-FM. The one-time rate for a minute announcement on WLDM-FM is \$25, as compared to an estimated \$480 for the direct mailing.

The station contends that the Pulse study bears out previous surveys which indicated a 50 percent fm penetration in the Detroit area. ■

FM STATION KEY

The statistical and factual data contained in this summary are taken from reports submitted to us by fm stations. They are believed by us to be accurate and reliable. Any questions for further information should be directed to the individual station. This issue of U. S. FM includes returns from 495 fm stations. The *FM station key* will be augmented each month as new or additional information is reported by fm operations. See box below for abbreviations. Stations not listed are asked to send in the same information which appears below.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham
WAPI-FM (Am: WAPI)
National Rep.: Henry L. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)

WCRT-FM (Am: WCRT)
National Rep.: Weed
Counties: 42; ERP: 48,800 w
Prog. (Sep.): Cl, s-cl, st, shw

WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

WSFM
National Rep.: Walker-Rawalt
ERP: 20,000 w

Decatur
WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Montgomery
WAJM-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
WFMI
Counties: 14; ERP: 10,000 w
Prog.: Con, op, s-cl, st, shw

Sylacauga
WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage
KTVA-FM (T: KTVA)
ERP: 750 w
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Tucson
KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro
KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Little Rock
KMMK
Counties: 52; ERP: 31,000 w
Prog.: Music

Osceola
KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff
KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda
KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills
KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon
KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nwr

FM STATION KEY (Continued)

Fresno
 KRFM (Am: KFRE)
 Counties: 12; ERP: 70,000 w
 Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale
 KUTE
 Counties: 7; ERP: 23,800 w
 Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs
 KCHV-FM (Am: KCHV)
 National Rep.: Tracy Moore and Hal Holman
 Counties: 2; ERP: 25,000 w
 Prog.: Pop, st, con, flk, shw

Los Angeles
 KBIQ (Am: KBIG)
 National Rep.: Weed
 Counties: 7; ERP: 110,600 w
 Market Pen.: 48.9% (Pulse 6/59)
 Prog. (Sep.): St, pop, jz, shw, flk

KFMU
 National Rep.: Heritage Stations
 Counties: 3; 58 kw
 Market Pen.: 31.3% (Politz 1960)
 Prog.: Cl, con, op, nws, jz

KHOF-FM
 Counties: 8; ERP: 100,000 w
 Prog.: Rel, nws, wthr, dr, intvw.

KMLA
 National Rep.: Albert Chance
 Counties: 6; ERP: 60,000 w
 Market Pen.: 48.9% (Pulse)
 Prog.: Con, shw, st, nws, pop

KNBC-FM (Am: KN8C)
 National Rep.: NBC Spot Sales
 Counties: 9; ERP: 45,000 w
 Prog. (Dup.): Nws, st, shw, wthr, infvw

**Denver's Most Powerful
 FM Station
 KDEN**

99.5 Megacycles

Serving 63,117* homes in the
 Denver Metropolitan area.

KDEN-FM is a Heritage Good
 Music Station, programming 18
 hours of music daily—music de-
 signed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
 Denver 23, Colorado

or contact

International Good Music
 New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

(FOR ABBREVIATIONS, SEE BOX, P. 11)

KNOB
 National Rep.: Modern Media Fm Sale
 Counties: 7; ERP: 79,000 w
 Market Pen. 49.1% (Pulse)
 Prog.: jz

KPOL-FM (Am: KPOL)
 National Rep.: Paul H. Rayer
 Counties: 3; ERP: 38 kw
 Market Pen.: 48.9% (Pulse)
 Prog. (Dup.): S-cl, shw, st, nws

KRHM
 Counties: 8; ERP: 58,000 w
 Market Pen.: 48.9% (Pulse)
 Prog.: Pop, st, jz, flk, shw

Oxnard
 KAAR (Am: KOXR)
 National Rep.: Forjoe
 Counties: 2; ERP: 10,000 w
 Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside
 KDUO
 National Rep.: Good Music Broadcaster
 Counties: 5; ERP: 72,000 w
 Market Pen.: 50% (Pulse 1958)
 Prog.: S-cl, cl, con, op, rel

KPLI
 ERP: 1,570 w
 Prog.: S-cl, st, shw, nws, wthr

Sacramento
 KCRA-FM (Am: KCRA)
 National Rep.: Petry
 Counties: 14; ERP: 11,000 w
 Prog. (Sep.): St, pop, cl, con, shw

KHIQ
 National Rep.: Albert Chance
 Counties: 14; ERP: 17,300 w
 Prog.: S-cl, cl, nws, wthr, rel

KJML
 National Rep.: Walker-Rawalr
 Counties: 5; ERP: 2,700 w
 Prog.: Cl, con, shw, s-cl, cmtry

KSFM
 National Rep.: Meeker Co.
 ERP: 60,000 w

KXRQ
 National Rep.: W. S. Grant
 Counties: 11; ERP: 35,000 w
 Prog.: Pop, jz, shw, s-cl, flk

Salinas
 KSBW-FM (Am: KSBW)
 Counties: 6; ERP: 18.5 kw
 Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino
 KFMW
 National Rep.: Heritage Stations
 Counties: 8; ERP: 30,000 w
 Market Pen.: 31.3% (Politz 1960)
 Prog.: Cl, con, op, nws, jz

San Diego
 KFMB-FM (Am: KFMB)
 National Rep.: Petry
 ERP: 18,400 w
 Market Pen.: 39.4% (Pulse 10/59)
 Prog.: St, shw, nws

KFMX
 National Rep.: Heritage Representatives
 Counties: 1; ERP: 30,000 w
 Market Pen.: 40% (Pulse)
 Prog.: Con, op, shw, flk, jz

KFSD-FM (Am: KFSD)
 National Rep.: QXR Network
 Counties: 8; ERP: 100,000 w
 Market Pen.: 39% (Pulse)
 Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
 National Rep.: H-R
 Counties: 1; ERP: 37,000 w
 Market Pen.: 39.4% (Pulse 10/59)
 Prog.: St, pop, s-cl, cl, shw

KITT
 Counties: 1; ERP: 56,000 w
 National Rep.: Walker-Rawalr
 Market Pen.: 40% (Pulse)
 Prog.: St, shw, flk, pop, s-cl

KPRI
 National Rep.: Fine Music Hi-Fi Broadcasters
 Counties: 1; ERP: 25,000 w
 Market Pen.: 42.5% (Pulse)
 Prog.: Pop, st, shw, cl, s-cl

San Fernando
 KVFM
 Counties: 1; ERP: 860 w
 Market Pen.: 48.7% (Pulse)
 Prog.: Pop, st, shw, s-cl, dish

San Francisco
 KAFE
 National Rep.: QXR Network
 ERP: 100 kw
 Prog.: Cl, op, s-cl, shw, nws

KBAY
 National Rep.: Heritage Stations
 Counties: 8; ERP: 30,000 w
 Market Pen.: 47.3% (Pulse)
 Prog.: Cl, con, op, jz

KDFC
 National Rep.: Walker-Rawalr
 ERP: 33,000 w

KEAR
 Counties: 24; ERP: 82,000 w
 Market Pen.: 47.3% (Pulse 9/57)
 Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
 National Rep.: Peters, Griffin, Woodward
 Counties: 10; ERP: 10,500 w
 Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
 National Rep.: Fine Music Hi-Fi Broadcasters
 Counties: 8; ERP: 120,000 w
 Market Pen.: 47.3% (Pulse)
 Prog.: Cl, s-cl, pop, st, shw

KSFR
 National Rep.: Good Music Broadcasters
 ERP: 100,000 w
 Market Pen.: 48% (Pulse 1958)

San Jose
 KRPM
 Counties: 1; ERP: 4 kw
 Prog.: Cl, s-cl, op, flk, cmtry

KSJO
 Counties: 16; ERP: 1,500 w
 Prog.: St, shw, s-cl, con

San Luis Obispo
 KATY-FM (Am: KATY)
 National Rep.: Meeker
 Counties: 3; ERP: 3.8 kw
 Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara
 KRCW
 National Rep.: Walker-Rawalr
 Counties: 3; ERP: 18 kw
 Prog.: Educ, op, shw, st, con

COLORADO
Colorado Springs
 KFMH
 Counties: 26; ERP: 23,000 w
 Market Pen.: 25% (Pulse 3/60)
 Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver
 KDEN-FM (Am: KDEN)
 National Rep.: Heritage Representatives
 Counties: 10; ERP: 30,000 w
 Market Pen.: 38.5% (Pulse 6/60)
 Prog. (Sep.): Con, op, shw, flk, jz

KOA-FM (Am: KOA)
 National Rep.: Christal
 ERP: 57,000 w
 Prog. (Dup.)

FM STATION KEY (Continued)

Grand Junction

KREX-FM (Am: KREX)
National Rep.: Heritage Representatives
Counties: 5; ERP: 3 kw
Market Pen.: 29% (Pulse 1961)
Prog. (Sep.): Op, con, shw, flk, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Medja
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WDRF-FM (Am: WDRF)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws
WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Maeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN
National Rep.: Unified Broadcasting
ERP: 20,000 w
Prog.: Latin American music
WGAY (Am: WQMR)
National Rep.: Spot Time Sales
ERP: 20,000 w
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws
WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr
WMAL-FM (Am: WMAL)
National Rep.: Heritage Stations
Counties: 27; ERP: 20,000 w
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws
WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 18,000 w
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Fort Pierce

WARN-FM (Am: WARN)
National Rep.: Continental
Counties: 4; ERP: 1,300 w
Prog.: Con, pop, jz, nws
WIRA-FM (Am: WIRA)
National Rep.: United Spot Sales
Counties: 3; ERP: 2.63 kw
Prog. (Dup./Sep.): Cl, con, op, pop, st

Jacksonville

WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami

WKAT-FM (Am: WKAT)
Counties: 7; ERP: 17,575 w
Prog. (Dup./Sep.): Cl
WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, st, nws

Orlando

WHOO-FM (Am: WHOO)
National Rep.: Hollingsbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Pensacola

WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarasota

WYAK
National Rep.: George Hopewell
Counties: 9; ERP: 2,750 w
Prog.: Pop, st, shw, s-cl, cl

Tampa

WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con
WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34; ERP: 46,000 w
WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens

WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup.): Std, jz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk
WKLS
National Rep.: Walker-Rawalt
Counties: 34; ERP: 6,400 w
Prog.: S-cl, st, shw, wthr
WPLO-FM (Am: WPLO)
National Rep.: Heritage Representatives
Counties: 82
Prog.: Con, op, shw, flk, jz
WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta

WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
National Rep.: Everett McKinney
Counties: 31; ERP: 19,300 w
Prog. (Dup., Sep.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)
National Rep.: Hollingsbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

FM STATION KEY (Continued)

Newnan

WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (Dup.): Nws, wthr, st, pop, cl

Savannah

WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

Toccoa

WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise

KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Caldwell

KCID-FM
National Rep.: Heritage Representative
Prog.: Op, con, shw, flk, jz

Lewiston

KOZE-FM (Am: KOZE)
National Rep.: Gill-Perne
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna

WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington

WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign

WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago

WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiiian
WDHF
Counties: 9; ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFMF

National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws
WFMT

Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw

WJJD-FM (Am: WJJD)
National Rep.: Heritage Representative
Counties: 141
Prog.: Con, op, shw, flk, jz

WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr

WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw

(FOR ABBREVIATIONS, SEE BOX, P. 11)

WSBC-FM (Am: WSBC)
National Rep.: Deyney-O'Connell, FM
Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham

WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin

WRMN-FM (Am: WRMN)
National Rep.: Deyney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston

WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg

WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville

WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Joliet

WJOL-FM (Am: WJOL)
National Rep.: Pearson
Counties: 7; ERP: 1,000 w
Prog. (Sep.): St, nws, pop, s-cl, cl

Litchfield

WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon

WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel

WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon

WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris

WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy

WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)

WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island

WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield

WTAX-FM (Am: WTAX)
National Rep.: Gill-Perne
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington

WTTV (Am: WTTT)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus

WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart

WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville

WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne

WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond

WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis

WAIV
ERP: 4.6 kw
Prog.: Jz, cl, flk, cmtry
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry

WFMS

ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison

WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion

WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 27; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprt

Muncie

WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond

WKBY-FM (Am: WKBY)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl

FM STATION KEY (Continued)

WGLM
 Counties: 23; ERP: 32,000 w
 Prog.: Cl, con, s-cl, st, shw

Terre Haute
 WTHI-FM (Am: WTHI)
 National Rep.: Bolling
 Counties: 20; ERP: 7,400 w
 Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw
 WRSW-FM (Am: WRSW)
 Counties: 60; ERP: 34,000 w
 Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington
 WFML (Am: WAMW)
 National Rep.: Hil Best
 Counties: 14; ERP: 14,000 w
 Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines
 KDMI
 ERP: 115,000 w
 Prog.: Rel, sacred, nws, wthr, cl
 KNDR
 National Rep.: Heritage Representatives
 Prog.: Con, op, shw, flk, jz
 WHO-FM (Am: WHO)
 National Rep.: Peters, Griffin, Woodward
 ERP: 25 kw
 Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
 KWPC-FM (Am: KWPC)
 National Rep.: Venard, Rintoul & McConnell
 Counties: 7; ERP: 780 w
 Prog. (Sep.): Sprts, con, s-cl, nws, st

Sioux City
 KDVR
 Counties: 11; ERP: 3,000 w
 Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salina
 KAFM
 Counties: 9; ERP: 3.6 kw
 Prog.: Cl, con, s-cl, pop, st

Topeka
 KTOP-FM (Am: KTOP)
 National Rep.: Heritage
 Counties: 1; ERP: 3,200
 Prog. (Sep.): Cl, con, op, nws, jz
 KTCP-FM
 National Rep.: Heritage Representatives
 Prog.: Con, op, shw, flk, jz

Wichita
 KFH-FM
 Counties: 12; ERP: 10.6 kw
 Prog. (Dup.)

KENTUCKY

Henderson
 WSON-FM (Am: WSON)
 Counties: 14; ERP: 22,000 w
 Prog. (Dup./Sep.): Sprts, rel, educ, disn

Hopkinsville
 WKOF (Am: WKOA)
 Counties: 10; ERP: 3.73 kw
 Prog. (Sep.): Pop, st, shws, nws, sprts

Lexington
 WLVK-FM
 National Rep.: Heritage Representatives
 Prog.: Op, con, shw, flk, jz

Louisville

WLVL
 National Rep.: Walker-Rawalt
 Counties: 16; ERP: 35,000 w
 Prog.: Cl, pop, s-cl, shw, flk

Mayfield
 WNGO-FM (Am: WNGO)
 Counties: 5; ERP: 600 w
 Prog. (Dup.): Pop, st, nws, wthr, sprts

Owensboro
 WOMI-FM (Am: WOMI)
 National Rep.: Everett-McKinney
 Counties: 14
 Prog. (Dup.): Cl, con, op, nws, sprts

Paducah
 WKYB-FM (Am: WKYB)
 National Rep.: Bolling
 Counties: 40; ERP: 32,000 w
 Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge
 WBRL (Am: WJBO)
 Counties: 64; ERP: 2,450 w
 Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans
 WDSU-FM (Am: WDSU)
 National Rep.: John Blafir
 ERP: 42,000 w
 Market Pen.: 24.1% (Pulse)
 Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws
 WWMT
 National Rep.: Good Music Broadcasters
 Counties: 17; ERP: 48,000 w
 Prog.: St, s-cl, shw, cl, con

Shreveport
 KBCL-FM (Am: KBCL)
 National Rep.: George T. Hopewell
 Counties: 9; ERP: 3.6 kw
 Prog.: (Sep., nights): Cl, con, s-cl, st
 KWKH-FM (Am: KWKH)
 National Rep.: Henry I. Christal
 Counties: 6; ERP: 17,000 w
 Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Augusta
 WFAU-FM (Am: WFAU)
 National Rep.: Devney/Daren F. McGavren
 Counties: 10; ERP: 4,845 w
 Prog. (Sep.): Cl, con, s-cl, st, shw

Bangor
 WABI-FM (Am: WABI)
 National Rep.: George P. Hollingbery
 Counties: 7; ERP: 6,100 w
 Prog. (Sep. nights): St, cl, shw, con, nws

Caribou
 WFST-FM (Am: WFST)
 National Rep.: Devney O'Connell and Daren F. McGavren
 Counties: 2; ERP: 250 w
 Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston
 WCOU-FM (Am: WCOU)
 National Rep.: Devney-O'Connell
 Counties: 8; ERP: 13,800 w
 Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring
 WMTW-FM
 Counties: 36; ERP: 49.1 kw
 Prog.: Cl, con, s-cl, op, nws

Portland
 WLOB-FM (Am: WLOB)
 Counties: 4; ERP: 3,700 w
 Prog. (Sep.): Programatic

MARYLAND

Annapolis
 WXTC (Am: WANN)
 Counties: 25; ERP: 20,000 w
 Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore
 WAQE-FM (Am: WAQE)
 National Rep.: Good Music Broadcasters
 Counties: 33; ERP: 20,000 w
 Prog. (Sep.): S-cl, shw, st
 WBAL-FM (Am: WBAL)
 National Rep.: Spot Time Sales
 Counties: 33; ERP: 20,000 w
 Prog. (Sep.): Cl, s-cl, shw, flk, jz
 WCAO-FM (Am: WCAO)
 National Rep.: Heritage Stations
 Counties: 23
 WFMM
 National Rep.: Walker-Rawalt
 Counties: 30; ERP: 20,000 w
 Prog.: S-cl, st, flk, cl, op
 WITH-FM (Am: WITH)
 National Rep.: QXR Network
 Counties: 31; ERP: 20,000 w
 Market Pen.: 33.7% (Pulse)
 Prog. (Sep.): C, con, nws, op, s-cl
 WRBS
 National Rep.: Fine Music Hi-Fi Broadcasters
 Counties: 30; ERP: 20,000 w
 Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace
 WASA-FM (Am: WASA)
 Counties: 5; ERP: 3,000 w
 Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster
 WTTR-FM (Am: WTTR)
 Counties: 5; ERP: 4,600 w
 Prog. (Dup.): St, s-cl, pop, nws, wthr



Mid-America's most powerful FM station



TIME-LIFE STATION

FM STATION KEY (Continued)

MASSACHUSETTS

Boston

WBCN

Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WBOS-FM (Am: WBOS)
National Rep.: Weed
Counties: 7; ERP: 15 kw
Market Pen.: 50.1% (Pulse 1959)
Prog. (Dup.): St, nws, con, cl, flk
WCOP-FM (Am: WCOP)
National Rep.: Heritage Representatives
Counties: 16
Prog.: Con, op, shw, flk, jz
Market Pen.: 50.1% (Pulse, 12/60)
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WUPY

WUPY

Counties: 25
Market Pen.: 61.5% (Pulse 1960)
Prog.: Jz, nws, sprts, wthr, educ
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shv, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, specl evnts, sprts

Fitchburg

WFGM-FM (Am: WFGM)
National Rep.: Walker-Rawalt
ERP: 20,000 w
Prog. (Dup./Sep.)

Plymouth

WPLM-FM (Am: WPLM)
National Rep.: Breen-Ward
ERP: 20,000 w
Prog. (Dup.): Con, s-cl, nws, wthr, sprts

Springfield

WHYN-FM (Am: WHYN)
National Rep.: Advertising Time Sales
Counties: 3; ERP: 3.2 kw
Prog. (Dup.): Pop, st, nws, sprts
WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep.: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTYB-FM (Am: WTYB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op
WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw
WJR-FM (Am: WJR)
National Rep.: Christal
Counties: 6; ERP: 24,000 w
Prog.: Cl, con, nws, st
WLDM
National Rep.: Walker-Rawalt
Counties: 27; ERP: 165,000 w
Prog.: St, shw, s-cl, cl, con
WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws
WOMC (Am: WEXL)
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws
WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)
WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Holland

WJBL-FM (Am: WJBL)
National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

Inkster

WCHD (Am: WCHD)
National Rep.: Bob Doré
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, flk

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.: Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st
WAYL
National Rep.: Thomas F. Clark Co.
Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word
WLOL-FM (Am: WLOL)
National Rep.: Heritage Representatives
Counties: 49; ERP: 9.7 kw
Prog. (Sep.): Con, op, shw, flk, jz
WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)
National Rep.: John E. Pearson
Counties: 11; ERP: 15,000 w
Prog. (Dup.): St, nws, wthr, sprts, disn

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 50 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KBey-FM (Am: KBey)
National Rep.: Avery-Knodel
ERP: 17 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.): Op, s-cl, pop, st, shw

KCJC

National Rep.: Modern Media
ERP: 63 kw
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KCMK

National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KCMO-FM (Am: KCMO)

National Rep.: Katz
Counties: 54; ERP: 65,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KPRS (Cp applied for)
National Rep.: John Pearson
ERP: 18 kw

KXTR

National Rep.: Heritage Representatives
Counties: 32; ERP: 58,200 w
Market Pen.: 39.3% (Conlan)
Prog.: Con, op, shw, flk, jz

WDAF-FM (Am: WDAF)
National Rep.: Edward Petry
ERP: 35 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.)

St. Louis

KADI (Am: KADY)
National Rep.: Heritage Representatives
ERP: 24,700 w
Prog. (Sep.): Con, op, shw, flk, jz

FM STATION KEY (Continued)

KCFM
National Rep.: Walker-Rawalf
ERP: 96 kw

KMOX-FM (Am: KMOX)
National Rep.: CBS Spot Sales
Counties: 4; ERP: 47.3 kw
Prog. (Dup.)

KRFD-FM
Counties: 94; ERP: 97,400 w
Prog.: Jz, st, sprts, nws, intvw

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastmart
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalf
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL

National Rep.: Walker-Rawalf
ERP: 70,000 w
Prog.: Cl

Scottsbluff

KNEB-FM (Am: KNEB)
National Rep.: Hal Holman
Counties: 12; ERP: 6,900 w
Prog. (Sep.): Cl, con, s-cl, st, shw

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

[FOR ABBREVIATIONS, SEE BOX, P. 11]

WJLK-FM (Am: WJLK)
Counties: 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 15.2 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, OXR

Dover

WDHA
Counties: 14; ERP: 675 w
Prog.: Cl, con, op, nws, wthr

Long Branch

WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KARA
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

KHFM

National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WGLI-FM (Am: WGLI)
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

WTFM (Am: WGLI)

Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WBUF
Counties: 15; ERP: 100,000 w
Prog.: Music, rel, educ

WWOL-FM (Am: WWOL)
National Rep.: Heritage Representatives
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Con, op, shw, flk, jz

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Ithaca

WHCU-FM (Am: WHCU)
National Rep.: Jack Masla
ERP: 40,000 w
Prog. (Dup./Sep.): Pop, st, nws, wthr, intvw

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS

"Dedicated to the promotion of FM"

FM STATION KEY (Continued)

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk

WHOM-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Regd
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, flk

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue

WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am: WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Duo.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester

WBBF-FM (Am: WBBF)
National Rep.: Blair
ERP: 27.4 kw
Prog. (Sep.): Cl

(FOR ABBREVIATIONS, SEE BOX, P. 11)

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

WROC-FM
ERP: 17,600 w

Syracuse

WDDS
ERP: 100,000 w
Prog.: Music, nws, rel, educ
WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl, cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3; ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr
WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts
WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop
WBBO-FM (Am: WBBO)
Counties: 16; ERP: 1.5 kw
Prog. (Sep.): St, s-cl, pop, flk, nws

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl, pop, st, nws, wthr, Programatic

Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pap, nws, wthr

Mt. Mitchell

WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh

WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford

WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup.): Cl, s-cl, st, shw, nws
WYFS
Counties: 12; ERP: 1,560 w
Market Pen.: 33.26 (Pulse, 4/61)
Prog.: Cl, s-cl, op, shw

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 27,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Barberton

WDBN-FM
National Rep.: Good Music Broadcasters
Counties: 35; ERP: 118,000 w
Prog.: S-cl, cl, st, shw, jz

Canton

WCNO (Am: WCNS)
National Rep.: Frederick W. Smith
Counties: 28; ERP: 28,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

FM STATION KEY (Continued)

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

WSAI-FM (Am: WSAI)
National Rep.: Heritage Stations
Counties: 53; ERP: 14.7 kw
Market Pen.: 30.6% (Pulse 1960)
Prog. (Sep.): Cl, con, op, nws, jz

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 27 kw
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDGO-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 19 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker-Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep.: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WYKO-FM (Am: WYKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
National Rep.: Geo. P. Hollingbery
Counties: 23; ERP: 35,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep.: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

(FOR ABBREVIATIONS, SEE BOX, P. 11)

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, nws, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Piqua

WPTW-FM (Am: WPTW)
Counties: 26; ERP: 35,600 w
Prog. (Sep.): St, shw, sprts, wthr, nws

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

WTOL-FM (Am: WTOL)
ERP: 50,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Youngstown

WKBN-FM (Am: WKBN)
National Rep.: Paul H. Raymer
Counties: 22; ERP: 50 kw
Prog. (Dup.): Cl, s-cl, sprts

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa

KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz

KOCW

National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz

KOGM

Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am: KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG

National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KPFM (Am: KPAM)

National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)

National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM

Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WYAM-FM (Am: WYAM)

National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

FM STATION KEY (Continued)

Hazleton

WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown

WARD-FM (Am: WARD)
National Rep.: Weed
Prog. (Dup.): Pop, st, nws, sprts

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl, QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
National Rep.: Frederick W. Smith
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI

National Rep.: Walker-Rawalf
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL

Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am: KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Frederick W. Smith
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 8,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Rattlesnake Mountain*

WGMR
National Rep.: Allegheny
Counties: 31; ERP: 3,300 w
Prog.: Con, s-cl, st, shw
*P.O. address: Tyrone, Pa.

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ

National Rep.: Walker-Rawalf
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WPRO-FM (Am: WPRO)
National Rep.: John Blair
Counties: 19; ERP: 15,000 w
Market Pen.: 35.7% (Pulse)
Prog. (Sep.): S-cl, cl, st, shw, nws

WXCN
National Rep.: Adam Young
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Anderson

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

WMUU-FM (Am: WMUU)
National Rep.: Frederick W. Smith
ERP: 45,000 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

Spartanburg

WSPA-FM (Am: WSPA)
National Rep.: Hollingbery
Counties: 21; ERP: 4.85 kw
Prog. (Dup.): Nws, wthr, intvw, cmty, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM

National Rep.: Heritage Representatives
Counties: 53; ERP: 18,000 w
Prog.: Con, op, shw, flk, jz

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

RHODE ISLAND

Providence

WICE-FM
National Rep.: Heritage Representatives
Prog.: Op, con, sw, flk, jz

WLOY

Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM

National Rep.: QXR Network

FM STATION KEY (Continued)

Knoxville
WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis
WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

WMPS-FM (Am: WMPS)
National Rep.: Heritage Representatives
Counties: 15; ERP: 6,600 w
Prog. (Sep.): Op, con, shw, flk, jz

Nashville
WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st
WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
Counties: 72; ERP: 30,000 w
Prog. (Sep.): Con, pop, st, shw, nws

TEXAS

Amarillo
KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin
KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw
KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas
KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw
KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dir

WFAA-FM (Am: WFAA)
National Rep.: Edward Peñy & Co.
Counties: 100; ERP: 47 kw
Prog. (Dup.): St, pop, nws, wthr, sprts

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll
KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso
KHMS
National Rep.: Western Fm, Modern
Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth
KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr
WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

Gainesville
KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen
KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston
KFMK
National Rep.: Walker-Rawalt
Counties: 12; ERP: 10,500 w
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr
KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '60)
Prog.: Pop, st, nws, wthr, shw
KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel
KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock
KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl
KRKH
Counties: 15; ERP: 3 kw
Prog. Pop, cl, s-cl, shw, op

Pampa
KBMF-FM
Counties: 16; ERP: 3,034 w
Prog.: St, con, s-cl, cl, shw, jz

Port Arthur
KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio
KEEZ
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 17,300 w
Market Pen.: 22.2% (Pulse)
Prog.: St, shw, s-cl, pop, cl
KISS (Am: KMAC)
National Rep.: Weed
Counties: 24; ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
Counties: 13; ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco
KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel
WACO-FM (Am: WACO)
Counties: 13; ERP: 4,400 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

UTAH

Salt Lake City
KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws
KSL-FM (Am: KSL)
Counties: 18; ERP: 4 kw
Prog. (Sep.): S-cl, st, shw, nws, wthr

VIRGINIA

Charlottesville
WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr
WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg
WFVA-FM (Am: WFVA)
Counties: 19; ERP: 5.1 kw
Prog. (Dup.): St, pop, nws, sprts, con

Harrisonburg
WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Marion
WMEV-FM (Am: WMEV)
ERP: 3,400 w
Prog. (Dup./Sep.): Music, nws, sprts

Martinsville
WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP: 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk
WRVC
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws
WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Since 1956
KHFI-FM
AUSTIN, TEXAS
Write for the
**SOUTHWEST'S MOST
EXCITING FM SUCCESS
STORY . . .**
CONCERT STUDIOS
1000 W. 29th, AUSTIN 5, TEXAS

FM STATION KEY (Continued)

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 41; ERP: 100,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw
WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk
WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WSGM-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)

National Rep.: Western FM Sales
Counties: 15 ERP: 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ

National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)

National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW

National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN

National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS

ERP: 17.5 kw
Prog: St, wthr, flk
Spokane

KREM-FM (Am: KREM)

National Rep.: Petry
Counties: 23; ERP: 4,800 w

(FOR ABBREVIATIONS, SEE BOX, P. 11)

KXLY-FM (Am: KXLY)

National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

KZUN-FM (Am: KZUN)

National Rep.: Thomas F. Clark
Counties: 7; ERP: 3,300 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr
KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, tel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP: 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knode
Counties: 15; ERP: 11 kw
Prog. (Dup.)
WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM

Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB

Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WBKV
National Rep.: Walker-Rawalt
ERP: 18,000 w

WFMR

National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)

National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)

Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WT MJ)

National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Monroe

WEKZ-FM (Am: WEKZ)
National Rep.: Grant Webb
Counties: 8; ERP: 14,000 w
Prog. (Sep., nights): Sprts, cl, con, pop, flk

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts

PUERTO RICO

Mayaguez

WORA-FM
Counties: 7
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)
Counties: 17
WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

QUALITY PROGRAMING
IN STEREO
FOR

QUALITATIVE AUDIENCE

KLSN

SERVING
SEATTLE-TACOMA

AND ALL OF WESTERN WASHINGTON
Call Walker-Rawalt