

SEPTEMBER 1961

U.S. RADIO

FROM

U. S. RADIO

50 EAST 43RD STREET
NEW YORK 19, N. Y.

THE MONTHLY MAGAZINE
FOR BUYERS AND SELLERS
OF RADIO ADVERTISING

AUGUST

Mrs. L. K. Aldrich
National Assn-Brdcstng
1771 - N. St. N. W.
Washington 6, D. C.

GRAYARC CO., BROOKLYN 32, N. Y.

NEWS HUNGER HITS NEW PEAK

A SPECIAL ANNUAL REPORT
ON RADIO IN THE
PUBLIC INTEREST: 1961

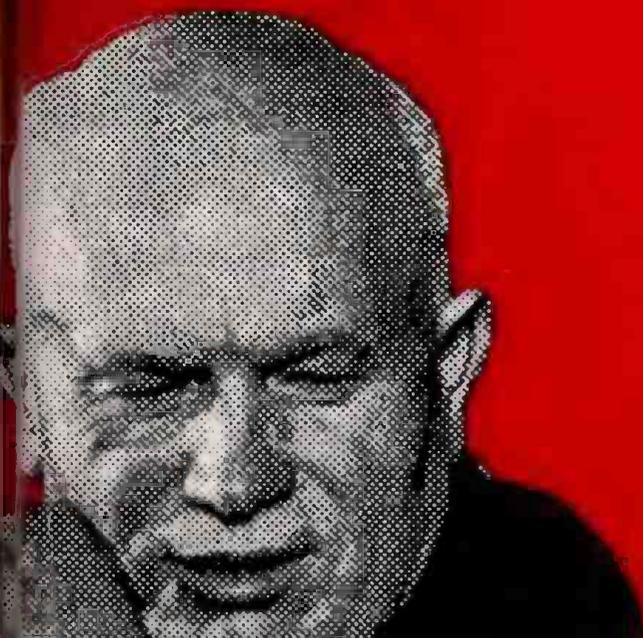


AND ----

Nationwide Insurance drives
sales home with radio

Broadcast Clearing House
untangles paper jungle

Fall buying booms
on all product fronts



We
believe in
advertising

ads like this
run daily in
The Detroit News

733,583
DAILY

920,607
SUNDAY

Get the total
WWJ STORY
from your
PGW Colonel

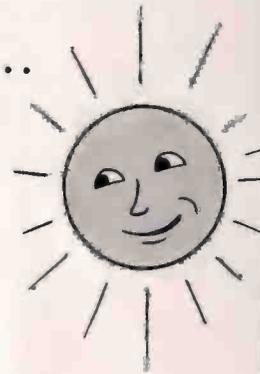
Director of elec- tions, estimated today. it would be sizably higher than last month.

**THROUGHOUT THIS
COMING WEEKEND ENJOY**

total RADIO

on WWJ with ...

- Hugh Roberts
- Les Martens
- John Lynker
- Bob Maxwell
- Bob Allison
- Faye Elizabeth
- WWJ News
- NBC News
- NBC Monitor
- Music 'Til Down



TIGER BASEBALL

SATURDAY 1:25 NEW YORK
SUNDAY 1:25 NEW YORK
(Doubleheader)

WWJ-Radio 9-5-0

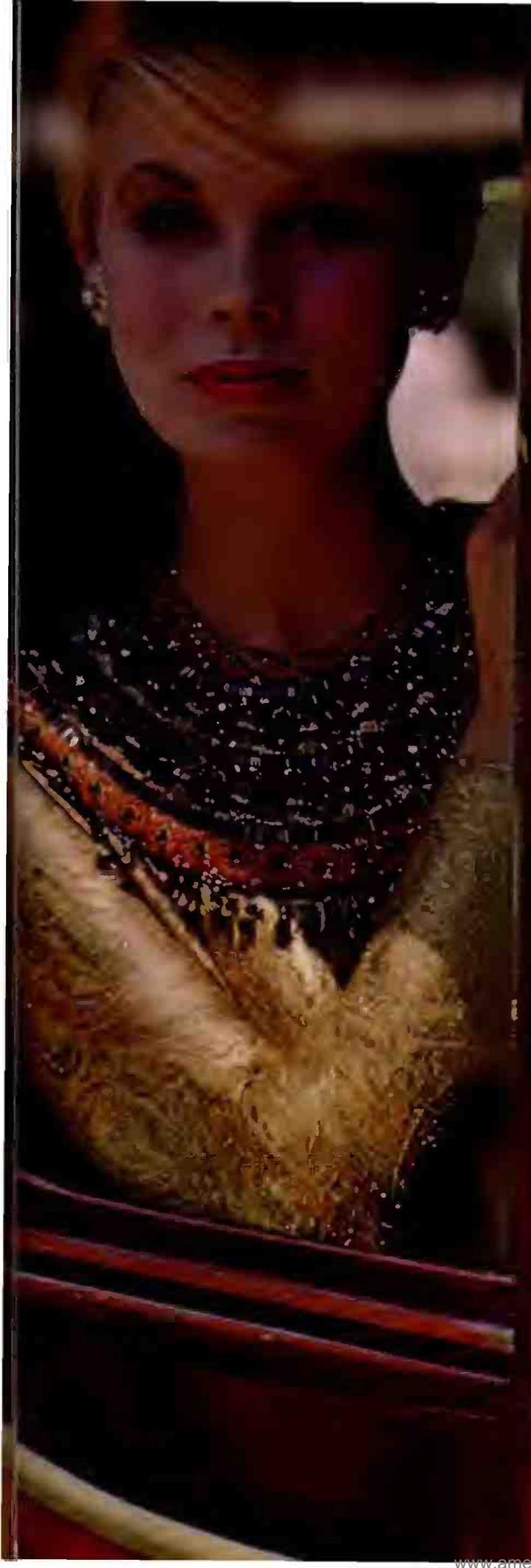
NEWS OF RADIO

And Was. Phil: In ance, the o. to live you ge at sorr In h Mr. H. court a crime. And, cent rev trines." no repuc declarah any ruse ning, un cealment truth." **COOL** In resp Hoover fav on the sp extent that linked to couldn't se value in I moon and a man cou if he did He was summit m. U. S. Presi the freedom by most heads. He the Newbur and saw it e ance" on the pavers. He was b volume of American American re two volume with commu **FINDS** He did not L States was " judge by the G. Go out into " farms—"The "A are ready for As ked w alarmed ove Ruth's recor for anybody home run, thing else." **Censors** SALISBUR desia, Aug. I islation has Parliament racial barr and to cr "educati tent

WWJ AM and FM
RADIO

Detroit's **Basic Radio Station**
NBC Affiliate

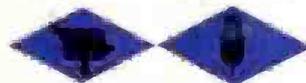
NATIONAL REPRESENTATIVES - PETERS, GRIFFIN, WOODWARD, INC
OWNED AND OPERATED BY THE DETROIT NEWS



A bright outlook
on a busy world...
a "Metropolitan
personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N. Y.



TELEVISION STATIONS

WNEW-TV New York, N. Y.
WTTG Washington, D. C.
KMBC-TV Kansas City, Mo.
KQVR Sacramento-
Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N. Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.
KMBC Kansas City, Mo.

A DIVISION OF METROMEDIA, INC.

other divisions are:

*FOSTER and KLEISER, Outdoor Advertising
Los Angeles, Calif.; Long Beach, Calif.; San
Francisco, Calif.; Oakland, Calif.; San Diego,
Calif.; Fresno, Calif.; Sacramento, Calif.;
Seattle, Wash.; Portland, Ore.; Phoenix, Ariz.*

WORLDWIDE BROADCASTING, WRUL Radio.

**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.**



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 CA) Whaley-Simpson Co., 700 Montgomery Bldg., SUtter 1-4583.

U.S. RADIO

SEPTEMBER 1961 / VOL. 5, NO. 8

ARTICLES

- 15 RADIO IN THE PUBLIC INTEREST; 1961** / *Station patterns indicate marked upswing in news, community relations, strong-stand editorials*
- 20 PUBLIC INTEREST IN PICTURES** / *Cross-section of public service programs shows they are lively, colorful, fact- and fun-filled*
- 22 NETWORKS SEE RISING TIDE IN NEWS AND PUBLIC AFFAIRS** / *Reports from ABC, CBS, MBS, NBC trace gains in all areas, especially news*
- 24 NEWS: STILL NO. 1 IN PUBLIC SERVICE** / *William Small, WHAS Louisville, implements detailed analyses on news from the NAB*
- 26 POLIO NEVER STOPPED MARC HANAN** / *Station owner and operator has overcome handicap, broadened and bettered his radio interests*
- 27 AUTOS, FOODS LEAD 4TH-QUARTER RADIO BOOM** / *Client money is pouring into spot this season in anticipation of business hike*
- 30 AGENCIES USE RADIO TO SELL THEMSELVES** / *CBS Radio and leading national and regional ad agencies cooperate in public service air effort*
- 32 SO YOU WANT TO SURVIVE THE SPOT PAPER JUNGLE!** / *Ad agency accounting wizards comment on new Broadcast Clearing House plan*
- 36 NATIONWIDE INSURANCE DRIVES HOME SALES** / *Summer campaign bagged many new leads for field men, implanted name firmly*
- 60 FM KEY** / *A state-by-state listing of fm operations, half of it printed this month with the remainder in October, shows 515 facilities*
- 61 HOW A NEW FM STATION BAGGED 37 ACCOUNTS** / *IVFMM Baltimore's Julian Smith tells how station reached black in one-and-a-half years*

DEPARTMENTS

Commercial Clinic 40, Letters 13, Names and Faces 48, Radio Focus/Ideas 50, Radio Focus/People 44, Radio's Reach 10, Silver Mike 14, Soundings 9, Timebuys 11

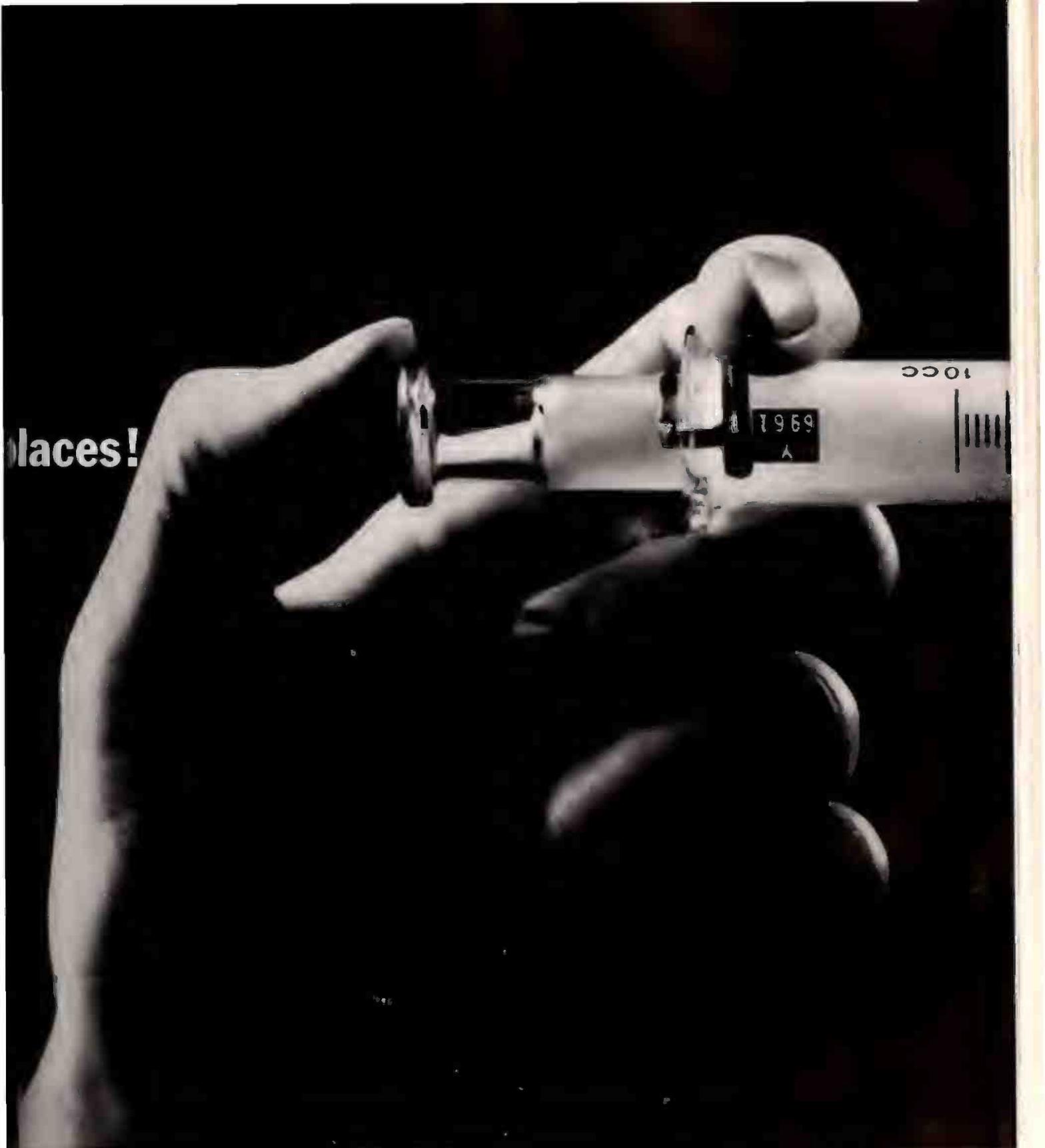
BPA MEMBER OF BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS INC.

U. S. RADIO is published monthly by Air Media Inc., combined with U. S. FM, 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. Controlled circulation postage paid at Baltimore, Md.

they felt the needle in

(all 6 ABC owned radio stations started

ABC acts to produce action! Every month a major public service effort on ABC owned radio stations reaches out to six of the nation's largest metropolitan areas—New York, Chicago, Pittsburgh, Detroit, Los Angeles and San Francisco. Each month a new stimulus to community action springs from each city's most stimulating station. Recently a polio vaccination campaign on ABC stations was spearheaded by appeals from such "local" talent as Eleanor Roosevelt and Henry Fonda in New York, John Wayne and Red Buttons in Los Angeles, Pie Traynor and David MacDonald in Pittsburgh. The



places!

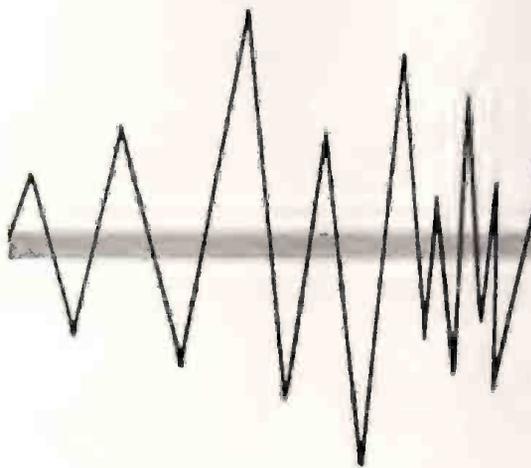
community action polio-vaccination drive)

result: action! The anti-polio drive is just the beginning. Month after month these public service projects will reach ever-larger audiences in six of the nation's largest markets. This is the kind of living radio that produces community action. This is the kind of living radio that produces action for the sponsor who knows where to find it—on ABC owned radio stations!



ABC OWNED RADIO STATIONS

**WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES**



SOUNDINGS

news & interpretation

PROFESSIONAL PERFORMANCE is inherent in the airing of programs in the public interest, the subject featured in this issue of U. S. RADIO. NAB President LeRoy Collins' advice for those seeking professionalism: "A deserved professional posture," he says "involves three ingredients common to all fields of human endeavor." They are (1) **competence**, which "depends upon research and training;" (2) "maintenance of high standards of ethics and quality of product;" (3) "a high sense of public service responsibility. It is the attitude of having goals which go beyond those of self-benefit which perhaps more than anything else distinguishes the professional man from the tradesman."

NEW QUALITY AM-FM REP firm was formed in New York earlier this month as James F. Brown, vice president and general manager of Fine Arts Broadcasting Co. (KFML Am and Fm Denver) incorporated **Fine Arts Radio Representatives Ltd.**, of which he is the v.p. New company will have New York headquarters, maintaining branch offices in Chicago, San Francisco, Los Angeles and Detroit. Its objective: to represent the leading classical music or fine arts radio station in each of the top 25 to 50 markets, whether the station is am or fm. First station in the new rep's lineup is the am-fm combination operated by Mr. Brown. The move, he explains, is in response to national advertiser and agency demand for "fine arts radio stations which are programing classical and symphonic music, opera and fine arts shows in general, with the last encompassing discussions and editorial features on art subjects."

RADIO CONTINUES to have interesting victories over tv, directly or indirectly. WOWO Ft. Wayne, Ind., spent its entire consumer newspaper ad money for the year in a one-day splurge (August 16) in the "New York Times," telling admen with a full page of copy and in 10-second spot announcements on three local radio stations (WNEW, WCBS, WMCA) that WOWO radio out-pulls tv—and all other media—at far lower costs. One quote: "WOWO outreaches the best Ft. Wayne tv by 170,000 families."

NEW AUDIENCE MEASUREMENT by five stations represented by the Henry I. Christal Co., which pooled money and methods to work with Alfred Politz Media Studies, is a cumulative project aimed at giving "greater substance and definition" than before. Some differences: measurement of **total coverage area**, not merely city or metro area; **individuals** aged 15 and over, reporting for themselves only, rather than households; measurement of **listening where it occurs** (porch, beach, car, etc.); enlarged sample, based for each of the five markets surveyed on 1,000 interviews; **cumulative listening patterns**, with the 24-hour broadcast day divided into nine time periods "for maximum reliability and usefulness;" a "**coupling of techniques**" with the qualitative coming from personal interviews and the quantitative from individual listening diaries. The five stations: WGY Schenectady, WBEN Buffalo, WJR Detroit, WTIC Hartford, WTMJ Milwaukee.

THERE'S NEW EXCITEMENT in the area of Negro-appeal radio. Spot news involves the John E. Pearson Co.'s retaining Key Broadcast Management to organize the representative's growing list of Negro stations into a separate department. Consultant company is operated by Ralph Weil and Arnold Hartley, long experienced in this specialized area of radio.

NEW NEGRO MARKET INFORMATION comes from the Keystone Broadcasting System, which claims coverage of 53% of all U. S. Negroes. As a service to its 360 affiliates carrying Negro-appeal programs, it analyzed 1950 and 1960 population figures and percentage of gain in Negro residents for 23 states in which its Negro network stations are located. Figures typify growth and gaining importance of Negroes to national advertisers and agencies. Research Manager George Wharton, detailing growth and movement in Negro population, says country now has 179,323,175 persons of which 18,871,831 are Negro, an increase of 25.4% in the past decade. Many states have shown startling gain: for example, Nevada, up 213%; North Dakota, up 202%; Wisconsin, up 164%.

PROJECT FOR THE 60'S: "Time" last month quoted U. of Illinois Prof. (sociology) Peter Klassen on "beatniks" and transistor radios. The small portable sets "appeal to bodily comfort which is related to the desire to go back to the womb, the mother and the breast. It would be interesting to study the idea that these transistor-bearers might have been bottle-fed rather than breast-fed, that the physical link of the earplug might be reminiscent of a maternal form of comfort, a search for another image."

THERE'S GOOD NEWS for national spot radio with addition of five experienced radio sales pros added to the new national sales organization under stewardship of Don Quinn at RKO General. Even more specific reason for optimism is seen in U. S. RADIO's detailed report of accounts moving into spot this fall (see page 27). Autos and foods are among the heavy buyers as this is the start of seasonal campaigns which tie-in with heavier and more diversified menus and new-model times for automobiles.

EDITORIALIZING is continuing to gain favor as a practice of many stations, with WINS New York, now the flagship station of Mutual, one of the most recent to make the move. General Manager Ted Steele gives the air editorials himself, has set a policy of four minimum per day on a seven-day week basis. Subjects will change "according to dictates of what is pertinent, informative to community."

FARM NEWS of interest to farm area marketers comes from KMA Shenandoah, Ia., which reports it carried 286 hours of programing specially tailored to this audience in the April through June period. Farm broadcasts with emphasis on service information continue to be a mainstay of programing in all agricultural areas.

AUTOMOTIVE market data showing that one in every two families never buys a new car originate with Westinghouse Broadcasting, where Research Director Mel Goldberg surveyed car buying habits. Some of his conclusions: More than half of all new cars purchased cost less than \$3,000; families with an annual income of \$7,500 or more account for one-fourth of family units but buy 38% of all new cars and buy about half of all cars costing \$3,000 or more.

NEXT MONTH:

Kick-off to the October issue will be a section marking the fourth anniversary of U. S. RADIO, with a tracing of the major events of this crucial era of change for the older sound medium. Among many other features of this fact-filled issue you'll find a blueprint of how Purolator successfully uses radio as its major medium, what one of radio's most loyal product categories—cigarettes—is developing in new media and marketing tactics centered in their radio campaigns, what members of the radio board of the National Assn. of Broadcasters envision as radio's biggest problems and as workable, practical solutions.



RADIO'S REACH / SEPTEMBER 1961

AM STATIONS ON AIR*	3,609
FM STATIONS ON AIR*	896
SETS MANUFACTURED**	1,626,263
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 increased by seven during the month of July, according to latest figures from the FCC. Applications pending at the end of July total 526; the number of stations under construction stands at 157.

FM STATIONS ON AIR: There are 896 fm stations broadcasting as of July 31, representing an increase of six over the previous month's total. Applications pending number 80; stations under construction total 201.

SETS MANUFACTURED: Radio set production and sales hit the highest level of the year in June, according to latest EIA figures. Total radio production took its biggest stride forward in six months reaching 1,626,263 sets in June, an increase of 429,314 over May. This includes 518,000 auto radios and 88,808 fm radios, the latter nearly double the previous month. Set sales (excluding auto radios) nearly reach the million mark for the same period. Total sales chalk in at 940,346, up 194,730 over the May total. Total sales for the first six months is 4,390,180 sets, more than a half-million more than in a comparable period last year. However, production total for the first six months this year is 7,537,290, slightly less than a million below the same period last year.

NETWORK SALES The top network advertiser in terms of home broadcasts delivered for four weeks ended July 9 is Liggett & Myers Tobacco, according to figures recently released by A. C. Nielsen Co. L&M has 316 broadcasts for a total of 139,393,000 home broadcasts delivered. Pepsi-Cola Co. is second with 406 broadcasts and 133,469,000 broadcasts delivered. Chevrolet, Standard Brands Inc. and Philip Morris Inc. are third, fourth and fifth. In total commercial minutes, Chevrolet tops the list with 201 minutes aired and 105,149,000 delivered. Second is L&M with 243 minutes aired and 99,686,000 delivered. Standard Brands, Philip Morris and the Mennea Co. are third, fourth and fifth.

SPOT SALES: National spot radio sales for the first six months of 1961 are estimated at \$89,644,000 according to Station Representatives Assoc. This is a loss of 4.7% over the same period in 1960. Figures are compiled for SRA by Price Waterhouse & Co. ■

*NAB July **EIA for month of June. †RAB estimate, June 1961 ††RAB estimate, July 1961



TIMEBUYS

BLOCK DRUG CO.

Agency: *Lawrence C. Gumbinner, New York*

Product: REM COUGH SYRUP

Rem has scheduled a 13-week campaign beginning in late October. The flight, which is directed at young mothers during daytime hours, is expected to be renewed after the initial drive. A number of Spanish and Negro stations will be included in the schedules. Frequencies average about 18 commercials per week. Al Sessions is the timebuyer.

CONTINENTAL BAKING

Agency: *Ted Bates, New York*

Product: WONDER BREAD

A total of 50 to 60 major markets is currently carrying commercials for Wonder Bread. The drive began on September 3 and will continue to the end of December. The campaign is utilizing chain-breaks, plus six to eight one-minute commercials per week during day and evening hours. Timebuyer is Terry Seastrom.

CHRYSLER CORP.

Agency: *N. W. Ayer, Philadelphia*

Product: PLYMOUTH VALIANT CARS

A 200-station campaign, moving into the country's top 50 markets, will open for Plymouth Valiant on September 28. The drive coincides with the unveiling of the company's new line on September 29. The duration of the flight is three weeks for the one-minute commercials. The announcements concentrate on morning and early evening driving hours and on weekends.

E. I. DU PONT DE NEMOURS & CO.

Agency: *BBD&O, New York*

Product: ZEREX AND TELAR ANTI-FREEZE PRODUCTS

Du Pont recently launched its largest radio campaign to date for its two anti-freeze products, Zerex and Telar. The duration of the drive is undetermined, but more than 200 markets are involved. The schedules hit hardest during traffic times. Du Pont's decision to increase its radio buying was made for three basic reasons: (1) radio's ability to pinpoint the car owner; (2) radio's impact—more drivers are exposed to radio than to any other medium immediately before entering a gasoline station; (3) radio's flexibility—the company wants to shift schedules according to the various weather conditions around the country. The bulk of the radio budget is being utilized on behalf of Zerex, the older of the two products. Bob Syers is the timebuyer.

B. F. GOODRICH CO.—RAYCO MANUFACTURING CO. DIV.

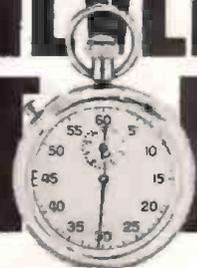
Agency: *Mogul Williams & Saylor, New York*

Product: COMPLETE RAYCO LINE

A heavy campaign, emphasizing the four new Rayco automotive products and services: tires, batteries, brakes and wheel alignments, began after Labor Day in 59 major markets around the country. The duration of the campaign is indefinite and will depend upon consumer response. At present about 73 stations are carrying jingles plugging not only the new line, but also Rayco's ceramic mufflers, auto safety seat

Continued on page 41

MUTUAL RADIO NEWS WATCH NEVER STOPS



TONY MARVIN

News in focus—that's authoritative Tony Marvin's forte on Mutual Radio. Always one of the top news commentators in the business, now he's in the Mutual line-up—bringing his news experience into play—as a regular member of Mutual Radio's news corps.

◆ Remember: Mutual covers 94 of the top 100 markets with local affiliates—more than any other radio network. Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining
& Manufacturing Company **3M**



*WFBM's Mid-Indiana
leadership is earned!*

News sponsored before it happens— on WFBM

Eckrich renews "blank check" news contract for third year!*

Wherever or whenever BIG news breaks in Indiana, WFBM keeps Hoosiers in touch with events as they happen. Eckrich likes WFBM's exclusive "news beats" . . . knows WFBM's mobile radio and television units will be in action at the scene, whether it's a fire in Elwood or a flood in Terre Haute.

Eckrich trusts our judgment as to whether an event warrants pre-emption of regular programming (when it does, automatic sponsorship results). Doesn't such performance of our 17-man news operation justify your confidence, too? Next time why not call us *first!*

*Peter Eckrich & Sons, Inc., Meat Specialties

TV
NBC **6** INDIANAPOLIS
WFBM
Radio
ABC **1260**

Represented Nationally by The KATZ Agency

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

LETTERS

BONE CRUSHER

Minow for President?

Most observers wouldn't be too surprised to know that [Newton] Minow must have tingling ambitions above and beyond the call of duty as head of a simple regulatory agency. He accepted a post in the New Frontier that is not commensurate with any part of his background, but a post that is opulent with opportunity for personal exploitation.

There is no doubt as to Minow's probity, but it can only behoove all concerned to calculate that this young man is getting on a band wagon that will lead him to later opportunities. Outside of Kennedy, no one in the current administration has received the publicity inches that Minow has. This doesn't mean that Minow is not taking his job seriously, but it's sure that he does not recognize the news value of general condemnation of an industry that is in competition with a print industry that offers little succor to tv or radio. And so Minow has given them the chance to delve into our intrinsic problems with great glee and the FCC chairman has become famous overnight.

Whether it's intentional or not, it's working, and no one will really be surprised in a few years to hear more about Minow, who could be walking to the White House over broadcasters' bones.

HAL DAVIS
v.p. and general manager
KORL
Honolulu

CORRECTION

Our interest in reading U.S. RADIO's

July report on the J. L. Hudson Radio Week promotion was considerably dampened by the fact that although six Detroit radio stations participated, only five had the privilege of having their call letters mentioned. Even this would not have bothered us except for the fact that the omitted call letters were WJR.

REG MERRIDEW
Program Director
WJR
Detroit

THE STEREO LINE

As an independent fm broadcaster, we have seen the greater Kansas City area grow with this medium because of cooperation among not only the stations, but their set dealers, distributors and essential demands by the listening public.

Disregarding the problems of technical quality, distribution and installation, one thought has become apparent in the race for stereophonic service now under way over our nation. It is a thought of promotion. In each market mentioned heretofore in releases concerning developments in stereophonic service, promotion by the independent fm broadcaster has been of utmost concern.

Unless the set manufacturer and their connected or related concerns who will handle the basic products get behind the fm broadcaster with organization and promotion plans in hand, stereophonic sound via fm will not be accepted by the public, broadcaster or dealer.

As a publisher influencing many basic decisions, we strongly urge you to weigh each release you receive

Continued on page 41



WARD L. QUAAL

*Executive vice president and general manager, WGN, Inc.
Winner of the September Silver Mike Award*



Ward Quaal of WGN, Inc. has enjoyed a distinguished and a distinguishing career in the broadcast field since he was 16 years old—and that was 26 years ago. For most of this time span, during which he has seen radio and tv evolve, change and coalesce into major media, he has been contributing original thinking to the industry itself—thoughts which often transcend his immediate operations but which still have a hard-hitting, day-to-day application.

His current radio philosophy has new insight to theories which he has long held. His summary:

"Radio's potential is limitless. It is the greatest mass communications medium yet devised, has all necessary ingredients to look forward to years of even greater strength. That is WGN's outlook and we see this on the horizon for the entire industry if management everywhere will address itself to implementation to the highest standards of programing, with service to the entire community and with strict adherence to the best operating principles."

This is a year of crisis for broadcasters, but Ward Quaal for many years has acted with a sense of destiny and of community need as a station executive.

Discussing advertising, he says "We must never forget that to compete with other major media radio must always have the support of the national advertiser.

"A widening and strengthening of its rapport with national accounts and their agencies will manifest itself when the entire radio industry pursues the wise course outlined for it at the better (station) operations."

Ward Quaal has matched and exceeded the great strides of the broadcast business since he entered it in 1935 as an announcer-writer at WDMJ Marquette, Mich., and proceeded to WJR Detroit for announcing work during his four years at the University of Mich-

igan, from which he was graduated with a degree in speech and radio. In those long-gone Blue network days, he was caught in the swirl of many a network origination. For the next two years he went to work for his present employer—WGN, Inc.—as an announcer, departing in 1943 for three years of duty as a Navy fleet communications officer.

This combination of actual knowledge along with potential talents led to a post as special assistant to the general manager of WGN when he returned. He developed special programing (among them: a farm show and features developed by the station's first public affairs department). In this special capacity, he worked closely with clear channel broadcast matters and in 1949 he went to Washington as director of the Clear Channel Broadcasting Service.

The management chinks fell completely into place and Ward Quaal went to Crosley Broadcasting Corp. in 1952 as assistant general manager, being named a v.p. the following year handling assignments usually pegged to an executive v.p. function and which cross-cut all the Crosley properties.

In '56, he returned to WGN, the station which had cropped up in his career over the past 20 years, having been named general manager. His responsibilities and positions have grown since, with the title of v.p. and director of the company added in 1957, that of executive v.p. and general manager last May.

Earlier this year he was also named president of KDAL, Inc., in Duluth, a radio and tv company operating as a subsidiary of the Chicago corporation.

The year at WGN has been a profitable one, says Quaal. By the end of the year, he anticipates a 10% sales improvement "over 1960, its previous record-breaking year." Despite unpredictable business conditions, the sales gains have been made because of aggressive and creative selling as well as program improvement, in his opinion.

As for the industry generally, he's "not as optimistic" as about the WGN figures because "the 'image' of radio is being harmed in many areas by the Johnny Come Latelys and Quick Capital Gains Boys." ■

RADIO IN THE PUBLIC INTEREST: 1961

The maturing of radio in the vital areas of public interest and information is marked in this special U. S. RADIO summary of what radio stations and networks are doing to keep pace with public needs. There's also a rundown on the handling of radio news.

WHEN its "family-entertainer image" was rudely shattered by tv, radio stubbornly set out to pick up the pieces. Now, after a decade of picking up and re-fitting them, radio appears to be emerging with a new, more durable "image"—that of "Solid Citizen."

A station survey on broadcasting in the public interest just completed by U. S. RADIO indicates that, in 1961, radio is evidencing a lot more community responsibility in its programming with the result that now it is beginning to enjoy the civic stature once only accorded to the newspaper

media. What is more, advertisers are taking notice of it.

Respondents to U. S. RADIO's survey from 37 stations (including top markets in 25 states (from New England to the south, from east coast to west) reveal that public affairs programming and announcements repre-

Major public service effort is that of Westinghouse Broadcasting Company, now planning fifth conference on public service programming for some 300 industry leaders. Last conclave in Pittsburgh featured two "Cs" interlocked to denote change and communications, introduced well-informed panelists.



sent an average of about 20% of total broadcast hours. It would seem to bear out the recent statement of Pennsylvania's Gov. David L. Lawrence that radio "has grown up."

Last month, Part I of this two-part series reported another survey on radio editorializing (See U. S. RADIO, August 1961). The new survey reported here covers not only

editorials but the entire public service picture. (For details, see charts on pages 16 and 17). Here are some of the highlights:

- In the opinion of the majority of station executives surveyed, radio's two outstanding public services are its oldest and its youngest—news and editorials.

- About half of the responding

stations report an increase this year over 1960 in hours devoted to news programming. One reports a decrease; the rest hold steady.

- About two out of three stations go in for editorializing. Over two-thirds of these have adopted it within the past three years. Local and regional editorial issues have a slight edge over national.

PUBLIC INTEREST PROFILE FROM 37 STATIONS

Stations responding to U. S. RADIO's questionnaire about broadcasting in the public interest indicate contrasting patterns of hours allocated and content. Blanks indicate station made no response to

Call letters and city	Number of public service air hours 1960		1961 (First 6 mos.)		% pub. int. hrs. to total air hrs.	% pub. serv. devoted to		% total public service			
	Av. wk.	Av. mo.	Av. wk.	Av. mo.		progs.	ann.	news	doc.	intec.	com. rel.
KARK Little Rock	32	128	32	128	31.0						
KDKA Pittsburgh	17	74	17	74	10.9	10	90	7.6	2.8		72.9
KEX Portland					14.0	97.5	2.5				
KFJZ Ft. Worth	6	24			3.6		100				
KFMB San Diego		250		250	45.0	90	10	70	7	6	10
KFRD Longview	4	18	4	18	3.0	75	25		25	25	
KMOX St. Louis											
KOY Phoenix					50.0						
KRAK Sacramento	18	78	20	87	17.0	50	50	15	15	20	
KRLD Dallas	36	156	58	251	36.0	89	11				
KRMG Tulsa	21	91	31+	136+	22.9	92	8	64	5	7	5
KSTP St. Paul	46	184	49	196	34.2	99	1				
KVOO Tulsa					25.0	75	25	40	10	15	5
WAME Miami	21	90	21	90	30.0	50	50	30	2	5	10
WAVE Louisville	31	124	32	128	25.0	95	5	65		3	2
WCPO Cincinnati	10	40						50			
WDOK Cleveland	9	34+	11	35+	8.5	89	11	52		22	15
WGAR Cleveland	55	220	55	220	40.0	90	10	45	5	20	10
WGN Chicago	54	155	63	251	32.0	32	31				
WHO Des Moines	15	68	17+	80	8.0	95	5				
WIBG Philadelphia	15	70	15	70	9.0						
WISN Milwaukee	18	77			13.4	92	8				
WJAR Providence	10	44	11	47	28.0	10	90				
WJAS Pittsburgh	20	80	25	115	15.0	80	20				
WJOY Burlington	15	65	65	65	12.0	50	50	40	5	5	20
WKAP Allentown	4+	18+	5+	22+	3.5+	75	25	10	10	10	6
WKMH Detroit	14	56	34	136	21.0	90	10	68	3		
WKY Oklahoma City	15	71	71	82	11.0	91	9				
WLAC Nashville	11	47+	12+	54	7.8	68	32				
WMCA New York	42	182	42	182	25.0	80	20	+1	9	33	
WNEB Worcester	5	20									
WOWO Ft. Wayne			36	155	28.0	85.7	14.3	42.8	7.0		11.5
WSAV Savannah	22	90		100	20.0	33	67	30	20	10	10
WSJS Winston-Salem	7	30+	7+	33	4.5	60	40			10	10
WTAD Quincy	3+	16	3+	16					25	30	10
WWDC Washington	46	198	46	198	27.0	83	17	43	1	30	2
WWJ Detroit	44	180	45	190	28.0	97	3				

1 Y in number of years station has editorialized
 2 N = national issue; R = regional; L = local

• At about four out of five stations surveyed, programming of public service features seems preferred to public affairs announcements. A breakdown of total public service broadcasting hours shows programming at 70% vs. announcements at 30%.

• About one-third of the report-

ing stations claim a step-up in interview and talk programming. Only about 10% report an increase in discussion shows, but one of these was a 350% gain in air time. A few individual cut-backs were noted in the service show, agricultural, and religion categories.

• More public service broadcast-

ing is being sponsored by advertisers.

• About one out of three stations now have public affairs managers, public service directors, or public service co-ordinators on their staffs. At the other outlets, it is usually the program director who is responsible for public service broadcasting.

SHOWS UPBEAT NEWS AND EDITORIAL TRENDS

that question. Responsibility for the accuracy of facts and figures rests with those stations providing the requested information. Trends emerging from these figures are outlined in the adjacent story.

Programming by type			Public service gain or loss, by type								Does sta. air editorials?¹		Type of edit. issue²
panel	ann.	other	news	relig.	int. talk	serv.	doc. disc.	agri.	misc.	com. rel.	ann.		
			+ 5										
2.4	14.0		+ 2				+ 1.5					Y	L
			+		+			+				Y- 3	RL
						-100						Y- 1	NRL
1	6		+ 5							+3		Y- 2	RL
	25	25										N	
												Y- 3	RL
	50											Y	RL
												Y- 1	NR
			+50									Y- 1	NRL
7	4	8	+10									Y- 1	NL
			+ 2									N	
	15	15	+ 5								-5	Y- 2	NRL
3	50		+10					-100		+15		Y- 1	RL
	4	26			+ 3							N	
30	20		+		-		+					N	
	11											Y- 3	NRL
15	5											Y- 1	L
			+11		+17		+12		+42			N	
												N	
												N	
			+		+							Y- 3	NRL
												Y- 1	L
												N	
10	20		+	-								Y- 1	L
20	4	40	+50		+50	+50						Y- 5	NRL
	10	20										N	
												Y-15	NRL
			+		+								
												Y- 7	NRL
												N	
											+	Y	RL
	10	20	+10									Y- 1	RL
10	20	50		+	+							N	
10	25											Y- 3	NRL
2	1	5			+10							N	
			- 6		-20		+350					N	

Some of the most interesting data stemmed from the survey question: "What are the most significant trends you see in public interest broadcasting in the industry at large as well as at your station?"

Charles E. Gates, station manager of WGN Chicago, sees public affairs programs now being considered "commercial" by more and more advertisers, believes stations and networks are giving less attention to ratings on these programs and more attention to "image" and "prestige." "Documentaries," he says, "are being given budgets consistent with the best of commercial entertainment programs."

Increased advertiser interest in public affairs radio is a trend noted also by Robert Hyland, general manager, KMOX St. Louis. Not only are there more sponsored public service programs, according to Hyland, but more emphasis is being placed by advertisers on a station's public service record when buying time. (KMOX broadcasts seven straight hours of public service programming daily.)

Still another broadcaster calling attention to advertiser interest is M. C. Wissman, program development manager at WWJ Detroit. But of special interest was his added comment that today there is a "better definition of 'public service' broadcasting."

In Fort Worth, Ron Thompson, KFJZ program director, also feels radio is becoming more selective about its public affairs material, is shying away from programs "that really have no value" and from overlengthy formats which may tire listeners.

In the same vein, Philip B. Taylor, program director at WJAR Providence, sees "more emphasis on quality and genuineness rather than quantity in public service programming."

Jay Holler, station manager, KRAK in Sacramento, Calif., sees a trend toward more original public service projects plus a better integration of such programs into the station format.

The only mention of a trend to note and better promotion by stations of their public interest programming came from James T. Butler, v.p. and general manager of WISN Milwaukee

Top 10 trends in radio public service

1. Better time slots for public service shows.
2. Bigger budgets allocated.
3. More advertiser interest.
4. Tougher stands on controversies.
5. Clearer definition of "public interest."
6. More air time allotted.
7. Greater audience reaction.
8. More personal involvement in local affairs.
9. Wider acceptance of broadcast by community.
10. Return of "debate format."

Most frequently mentioned trend was expanded news service (noted by more than 50% of the respondents). "More hours of straight, hard news," replied Jack Keiner, KFMB San Diego, "more news-in-depth programming." "More first person news reports," is the view of Jo Arnzeit, continuity director at WCPO Cincinnati. "More on-the-spot coverage," says Alan Raber, program director, WKAP Allentown, Pa.; Harris Owen, program director, KARK Little Rock, says, "More news as it happens." Dean Slack, program director for WJOY Burlington, Vt., believes radio is devoting more effort to research in its news analysis programming.

Runner-up to the news trend was editorializing, or as Murry Woroner, station manager at WAME Miami, puts it, "Taking a stand on controversial issues." "Radio editorials," replied Wayne Cribb, assistant manager, WTAD Quincy, Ill., "are putting over more projects."

Quite a few respondents noted an increase in discussion and documentary programs. Norman Reed, v.p., WWDC Washington, sees stations generally allotting more time to such service features. Michael Lawrence, WMCA New York, believes documentaries are taking up the void left when radio moved out of dramatic entertainment.

In the discussion and panel categories, Robert K. Smiley, program

director, WGAR Cleveland, says there is more audience participation either in-studio or by phone. Jearl D. Isenhower, public service coordinator for WSJS Winston-Salem, remarking on the same trend, replied, "Radio is taking more notice of the views and opinions of the 'average citizen.'"

Teel Panino, program director, KRDL Dallas, is one of several who see a trend toward the "debate format." James M. Caldwell, WAVE Louisville, Ky., also spotting it, calls it a "return as a result of last fall's 'Great Debates.'"

Several trends came in for infrequent mention but are worth noting just the same: Johnny Ryan, program director, KVOO Tulsa, notes a trend toward "better prepared Armed Services programming." F. C. Sowell, v.p. and general manager, WLAC Nashville, sees more air time devoted to traffic safety. Keith Bretz, program director, KRMG Tulsa, reports an increase in specialized programs for minority groups, and James R. Curtis, KFRO Longview, Tex., sees more programming directed toward PTAs and education.

Some of the reported trends had less to do with program types than with the attitudes of listeners and station management. "There is a greater awareness industry-wide of broadcasting's responsibility to the people in all areas of public interest," replied Marilyn Shaw, public service director, WKY Oklahoma City.

"Increasingly, in these troubled times, broadcasting in the public interest carries with it the obligation to focus attention on American ideals; many local stations are initiating special projects with the goal of strengthening our American way of life," she says.

Roy Schwartz, operations manager, WIBG Philadelphia, sums up this same trend with a single word: "Responsibility."

Result of this shouldering of responsibility by radio stations: "A wider acceptance of the broadcaster in the community," according to Burl Womack, WSAV Savannah. About 30% of the respondents to the survey also noted this trend.

Community acceptance of the broadcaster represents a tremendous step in radio's growth as well as a new departure in the public's atti-

tude. Tradition has always accorded the "cat-bird seat" to newspapers when it came to local prestige. But now, through radio's involvement with public affairs, that seat is being seriously challenged.

In the straight news reporting area, radio has long had the edge. For quick, dramatic coverage of news while it's still happening, radio tops all other communications media (Most newspapers haven't bothered getting out "Extra" editions for years.). Nevertheless, newspapers have clung to their "image" of champion of causes, protector of the public weal, disseminator of political and cultural information molder of opinion. Advertisers generally went along with this thinking; it was, for example, often reflected in national clients' dealer-co-operative advertising plans.

But now a lot of broadcasters are jumping into controversial issues with greater speed and often more toughness than newspaper editors. As for information, radio is dispensing everything from opera appreciation courses to political debates, from traffic snarl warnings to college entrance requirements. If a municipal improvement drive needs support or a charitable organization needs funds, radio can be counted on to help. It is not surprising that many of the people who used to write letters to the editor are now phoning their radio stations.

As mentioned earlier, public service programming averaged about 20% of total air time at the responding stations (highest reported was 50% by KOY Phoenix). What forms does such service take and what do they mean to the community? Here are some examples:

Candlelight Concert at WDOK Cleveland is a regular musical educational-appreciation series; the outlet also offers foreign language programs.

WNEB Worcester, Mass., brings its listeners all regular meetings (plus many special sessions) of City Council and school committees.

The Salvation Army in Des Moines benefits each Christmas from the *Tree of Lights* program on local station WHO. A regular series on the same outlet is *Iowa Roundtable*, a panel discussion show produced by the Bar Association.

Profile Pittsburgh, a half-hour for-

mat of interviews and commentary on local affairs every week night at six is part of the public service program at WJAS-AM-FM Pittsburgh.

Beginning September 4, six CBS & stations (WCBS New York; KCBS San Francisco; KNX Los Angeles; KMOX St. Louis; WEEI Boston; WBBM Chicago are the producing stations) offered a new series of seven 50-minute documentaries under the blanket title, *How Serious The Challenge?* They all deal with credit buying, employment, old age,

urban development, national defense and wages and prices.

Traffic safety and anti-litter drives have been undertaken by ABC & —WABC New York; KQV Pittsburgh; WXYZ Detroit; WLS Chicago; KABC Los Angeles, and KGO San Francisco. (For an account of what the radio networks themselves are doing in public interest programming, see Page 22).

At WWDC Washington, an outstanding public service feature is its news-in-depth documentary series, *Sounds of Democracy 1961*. KRAK Sacramento donates 20 newscasts weekly to the Sacramento Chamber of Commerce. At WIBG Philadelphia, a regular "capsule" public service feature is *Business Rackets*, produced in cooperation with the Better Business Bureau. Twice daily reporting of job availabilities in association with the Oklahoma Employment Service is a KVOO Tulsa feature.

Even the newspaper classifieds are challenged by WSAV Savannah, through its *Market Calls*, a free service to listeners with articles to sell. News, weather, editorials, sportcasts, women's service features, tide tables, cultural events, education, boating and fishing information, market reports, health and welfare features, traffic data, and—so we've heard—even obituaries on the air are proof that radio has invaded every newspaper province but comics and crossword puzzles.

During the past five years, it is estimated that WQAM Miami has given well over \$3 million in free public service air time. This station has been instrumental in bringing about needed changes in the Miami Symphony Orchestra, a \$46 million bond issue for expressways, and the quick re-instatement of a fired city manager.

In Pittsburgh, KQV, broadcasting 24 hours a day from showcase studios at a busy intersection, refers to modern, public service radio as "People talking to people." Each year, about 125 different local public agencies and organizations benefit to the extent of more than 13,000 KQV announcements. In June, for example, 37 organizations received a total of \$15,498.00 air time in announcements aired by the station.

Such community responsibility is becoming a nation-wide affair. From

How stations rate their services

A U.S. RADIO station mail survey asked broadcasters what, in their opinion, were the most outstanding contributions they make to public interest broadcasting. The table below was constructed from their replies and shows how they voted percentage-wise on the relative importance of various service types.

Contribution type*	Percentage of total stations mentioning
News (all types)	50%
Editorials	35%
Traffic safety	15%
Opera and symphony	12%
Interviews	25%
Community fund-raising	15%
Health and welfare	12%
Local sports	10%
Weather	12%
Education and youth affairs	12%
Religious	12%
Panel discussions and debates	30%
Documentaries and news-in-depth	17%
Opinion polls and phone forums	15%
Coverage of government and civic meetings	10%
Community improvement campaigns	15%
Publicizing of civic events	25%
Active participation in local affairs	15%

*Note: Mentioned by under 5%: foreign language, farm and garden employment, items for sale service.

Frank E. Koehler, WDBJ Roanoke, came a report from the Virginia Association of Broadcasters showing that the state broadcasters (radio and tv) donate more than \$3.3 million annually in air time for public service announcements.

In Charlotte, N. C., WBT (Jefferson Standard station) has become a powerhouse in local affairs, not only through its public service programming (award-winning *Radio Moscow* and others) but in its actual participation in community life.

A striking example of this are the Jefferson Standard Foundation scholarships for deserving students in the area. As a station motto, this public spirited outlet has chosen a quote by Thomas Jefferson which pretty much sums up radio's acceptance of responsibility everywhere in the country: "When a man assumes a public trust he should consider himself public property."

Just about every staff member at WAVE in Louisville, Ky., is personally involved in civic organizations

from Community Chest to Little League sports, from Red Cross to the Derby Festival committee.

During the past summer, WFBM Indianapolis, held 11 all-day conferences between station personnel and representatives from the local civic organizations. Purpose: to discuss the problems of these groups and come up with ways in which WFBM could best serve them on the air in the months ahead. Groups of 35 to 60 representatives took part in the seminars, and the station feels it

PUBLIC INTEREST AIR EFFORTS ARE FUN, LIVELY, FACT-FILLED

RELIGION continues to be a mainstay of public interest programming, as at WSJS Winston Salem where Pastor's Study is aired twice weekly and invites listener calls. L to r, Dr. Julian Lake, Dr. Ray R. Fisher, the Rev. W. R. Crawford, local church leaders, and Hank Pointel, WSJS prog. mgr.



TRAFFIC matters are of constant concern and interest to the listening public. CBS' Arthur Godfrey flies KFMB San Diego's plane for road bulletins.



FUN AND FROLIC has a big part in public affairs, as with this annual picnic of WPOP Hartford which attracted more than 27,000 listeners this summer.



SAFETY and its many variations are themes popular throughout the year. Swim safety is plugged by WRVA Richmond's Alden Aaroe, who sets up rescue station.

has a "wealth of material for broadcast research."

WVK Cleveland, d. j.'s took personal roles in the city's Sandlot Baseball benefit day which featured an exhibition game between the Indians and the pennant-pushing Cincinnati Reds. WAOK Atlanta sponsored a political rally in Municipal Auditorium, invited all qualified candidates for city offices to speak. KSET El Paso, threw a hot dog party for kid baseball teams and their families, expected 850, wound up entertaining

more than 2,000 persons.

WNEW New York keeps high school graduates posted on college requirements through its *Educational Bulletin Board*, supplies them with printed information regarding tuition, etc. WFYI Garden City, N. Y., in a U. S. Marine Corps service program, recently gave parents a chance to fire questions at drill sergeants.

To cooperate with Civil Defense, four volunteer youths and Ed Foully, news director for WBZ Boston, will

live for 10 days in a fallout shelter in a station-conceived test called "Operation Survival." Voice students have been benefiting for the past four years through the combined efforts of WGN Chicago and the Illinois Opera Guild in "Opera Guild Auditions of the Air" programming. WRVR (FM) New York is presenting a *Live Music Project* series, each of which is eight hours long, featuring musicians from the area.

Continued on page 51



BUSINESS matters are featured in a five-minute news capsule aired frequently at WIBG Philadelphia. Station's Fred DeSloovere, r, talks of BBB.



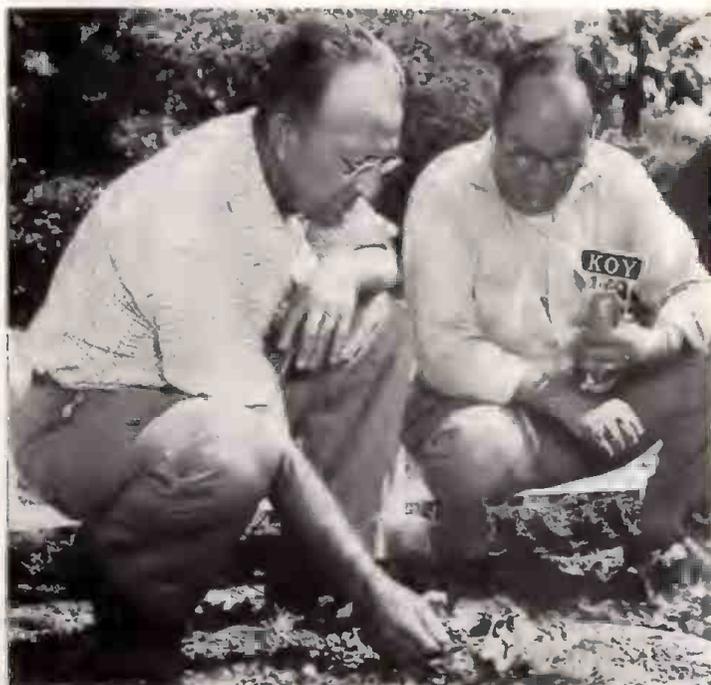
FARM programs and events key efforts of many stations. At WLW Cincinnati's *Everybody's Farm*, young people from world over were guests at annual fete.



LEGISLATION and politics are issues presented by many stations. Here, WXYZ Detroit listeners visit state capital to urge local state legislation.



WOMEN'S shows have steady listenership, offer continuing service. WAVE Louisville's Louis Weiller distributes Christmas gifts in civic work at Veterans Adm. Hospital.



SERVICE programming runs throughout the radio spectrum, as at KOY Phoenix, where John O'Dell, l, county agent, Announcer Ed Janney check vegetable garden.

Networks see a rising tide of public affairs programming

All four networks report expansion in public affairs areas of news, documentaries, discussions and analysis as station affiliates and the public seek information

Networks, because of their size and service function to affiliated broadcasters, set the public interest program pace.

Individual radio stations (see lead story page 15) and station groups (such as Westinghouse,

Corinthian, Storer) all pattern the mosaics of their public service schedules from combining their own ideas and efforts with those from the networks or other program suppliers.

Networks have set a remarkable

pace throughout the past year.

Executives of ABC, CBS, MBS and NBC, reporting to U. S. RADIO on their activities for the past 12 months, show a pattern of improved public service programming in quality of concept and execution as well as



EXCITEMENT and immediacy which characterize public interest programs is typified by these shots: above, NBC's famed Huntley-Brinkley news team; below, CBS's New York Philharmonic, starting its 32nd season next month; right, ABC's interview with Astronaut Alan Shepard.



in quantity of dissemination to the listening public.

In the past year alone, the number of hours of public service time provided by the networks to the affiliates has increased an average of 40% (see chart, this page).

Last year's figures for the four networks, alone, shows an impressive total of 4,769 public service hours—and this is the figure which is 40% lower than network spokesmen anticipate for 1961.

Reasons for this increase—and what's expected to be a continuing movement upward—in public service programming are many. Key among them, of course, is the active awareness and encouragement of this type of programming by the listening audience. As the world becomes smaller, the curiosity and exposure of the public becomes greater.

Networks, too, are responding not only to this demanding need of the listening public. Public affairs program specialists and network executives hearken also to the calls of affiliates and government for an intensified public service schedule.

However, as the spokesmen of the four networks point out in the following views, the former stereotype of public service programming as dull, unchallenging and a compilation of intellectual do-good efforts is passing. In most instances, this impression has long since gone.

Today's public service programming carries an image of excitement, enthusiasm, information, immediacy. These words describe such a range of effort as religious broadcasts, farm information, women's service shows, purely cultural events such as symphonic broadcasts or discussions on modern art, on-the-spot news coverage or in-depth feature analysis of the news of the world, household hints on food shopping or gardening tips on what to do to ban aphids from roses.

Some of the dimension of this gamut of program offerings is suggested by the four network spokesmen, whose views appear below: Bill Rafael, national program director of ABC; Arthur Hull Hayes, president of CBS; Robert Hurleigh, president of Mutual, and William K. McDaniel, executive vice president of NBC.

4 IN 10 NETWORK HOURS GO TO PUBLIC INTEREST SHOWS

The four radio networks, in reporting their broadcast activity in the public interest to U. S. RADIO, contrasted their 1960 rundowns by hours with the averages for the first six months of 1961. Figures indicate that 40% of all network programming fed to affiliated stations is devoted to programs in the public interest.

	1960			First half, 1961		
	Hours of public interest	Total network hours	% pub. interest to total	Hours of public interest	Total network hours	% pub. interest to total
ABC	1,655	2,270	72%	795	1574	51%
CBS	1,305	2,815	46	*		
MBS	848	6,552	13	**		
NBC	961	3,500	28	428	1500	30

* First half running about the same as last year.

** Amount of public service programming is about 10% ahead of 1960.

THE VIEWS OF:

Bill Rafael
National Program Director,
ABC Radio Network

Formerly, planned public affairs series were most popular. But today this is diminishing. People are interested in what is happening right now—immediacy is most important. Today our public affairs programs are based on the principle of one-shots with coverage in depth (i.e.—the Eichmann trial, space shot, summit meetings).

We have doubled our news staffs in many locations, sending out special teams to cover events in tremendous detail. In the same vein, religious public service programs are becoming more and more discussion programs rather than planned dramatizations. The emphasis today is on the exchange and interplay of ideas.

Emphasis on this kind of programming has gained because of the public's awareness to danger.

With the world situation so muddled, the people want to be constantly alerted as to what is going on. For this reason, discussion programs now have a broad base of appeal when in the old days only specialized groups used to be interested. People today are more demanding about their media information. They will no longer tolerate a newscast by a man in New York talking

about an uprising in Tanganyika.

They demand authoritative, on-the-spot newscasts. This has resulted in the growth of actualities (on-the-spot coverage). An example of this influence on the ABC Radio network is that last year we averaged 40 actualities a week; this year ABC carries an average of 250 on-the-spot news actualities per week.

There are many things our news and public service departments have accomplished of which we can be justly proud—not the least of which are the space flight coverage and ABC's exclusive weekly coverage of the Eichmann trial in Israel.

But one example stands out in my mind because it demonstrates the public's interest in this type of programming. About six months ago we put on a program called *Is There Life on Other Planets?* It was an intelligent discussion by prominent physicists, scientists and astronomers. Formerly this would have reached only a very limited audience. Within two days, however, we began receiving demands from many of our 380 affiliated stations to repeat the broadcast because public interest in their various areas had been so great.

Quite obviously, and for the very reasons that I have spoken of—the public's awareness to danger, its

Continued on page 51



NEWS: STILL NO. 1 IN PUBLIC SERVICE

Major effort in the area
of public service
broadcasting continues
to be news—
in all its various forms—

Author of this commentary on news in the public interest is Bill Small, standing, news director for WHAS radio and tv, Louisville. With him, l and r, News Editors Hugh Smith and Richard Thomson at air time

WILLIAM SMALL
News Director, WHAS Louisville.
Director of the Board
Radio-Tv News Directors Assn.

RADIO news is bigger than ever. It could be better than ever. It is in some places; it isn't in most.

That sums up radio news today.

It's bigger in part because there is more of it. The networks have joined the trend to hourly and even half-hourly news and news-related capsules. The vast multitude of independent stations are doing the same. Other stations of different philosophical bent are programming more quarter-hour newscasts and some are experimenting with half-hour programs.

Radio news *could* be better than

ever because techniques have been sophisticated and technical tools have been added or improved. More important than tools or techniques, radio still presents an opportunity to cover news in a manner unique, one which no other of the mass media can match. Immediacy of reporting and the impact of voice reports are still radio's key contributions.

Radio news *is* better in places but not at most stations because it is still the minority of stations willing to invest in money, manpower and courage—the three ingredients behind aggressive news coverage.

Some stations lack the willingness to invest the money though most decent news operations are self-

Continued on page 26

NEWs shows, as public interest programming, are old hat to radio. Today both the hat and the wearer are changing; the news pitch is more intense; news, itself, is dramatic and compelling, and stations and networks are broadcasting it with flair, drama and excitement. Despite inroads which the industry has made toward improved news service in the public interest, many radio pros voice a continuing demand for higher quality of content in performers, in balance of emphasis, in selection of material.

Two of the most vocal forces which have analyzed news and trends are the National Assn. of Broadcasters and the Radio Tv News Directors Assn. (Its former president and a current director, Bill Small, news editor of WHAS Louisville, outlines some of the strains and stresses in the nation's radio newsrooms on the adjacent page.)

The NAB, recognizing the vitality of this broadcast function, last year surveyed membership in a comprehensive news questionnaire which analyzes the function and hopes of station news units down to such specifics as the technical facilities available to writers and reporters.

Some of these results are shown in charts on this page and on page 26.

The NAB survey, Small's comments and analyses of radio station management reporting to U. S. RADIO all point to these as the major current trends in radio news:

- There is, of course, far greater emphasis on international and national news than ever before.

- Stations, wire services, networks all are requiring unusual competence in greater quantity among their staffers than in the past. The public wants more detail, penetrating interpretation, analysis rather than top-of-the-mind reportage.

- This costs money—a lot of it. Even though most news shows—whether bulletins, short segments or full-blown programs—capture advertiser money, a radio news operation continues to be high cost item on the schedule. Stations and networks have installed expensive, fast equipment; spend fortunes in tele-

phone teletypes and cable lines.

- Some stations, responding to a widespread listener search for news on the dial, have attempted to program news throughout the entire day, with varying degrees of success. This type of scheduling tends to attract large cumulative audiences

- In the past couple of years, the five- or 10-minute news show has gained in frequency of broadcast, but at the same time longer interpretive programs verging often on the documentary have increased in number and in quality.

- On-the-spot news gains momen-

HOW MUCH NEWS IS BROADCAST BY STATIONS?

	Small stations*		Medium stations*		Large stations*	
	1953	1960	1953	1960	1953	1960
Total on-the-air hours (weekly)	120	119	112	114	139	142
Local programming (hours per week)	74	100	74	96.5	78.5	121
Local programming (% of total)	62%	84%	66%	85%	57%	85%
Total news programs (% of total)	17.5	20	18	18	21	23
Network news programs (% of network programming)	15%	17%	16%	16%	15%	71%
Local programming devoted to news (hours weekly)	14% 11.5	32% 14	16% 12	29% 13	15% 12	37% 15
(% of local programming) (% of all news programs)	15% 65%	14% 70%	16% 67%	14% 73%	16% 58%	13% 66%
Local news program hours (local area news only)	4.8	6.2	4.8	7	4.7	11.1
Local area news programs (% of station-originated news)	42%	44%	40%	54%	38%	73%

*Small Station: through 250 watts; medium, 500 through 5,000 watts; large, 10,000 through 50,000 watts; NAB

but a tune-in pretty much limited to the time span of each individual news segment. For example, one station aired an hour of news and repeated it every hour through the day. The tuner tends to stay with the station as long as the news he hears is "new", then shifts attention elsewhere.

tun, at local, national and international levels. There's more live news with newsmen actually on the scene giving immediacy and authority to what they're describing. Listeners want to hear about Ghana from a man who is there, not from someone who talked to someone who was there. ■

HOW MANY NEWS SHOWS ARE SPONSORED?*

Average number of sponsored news programs per week in three classifications

	NETWORK					
	5 minutes		10 minutes		15 minutes	
	1953	1960	1953	1960	1953	1960
Small stations	22	59	7	19	16	7
Medium stations	19	62	7	5	15	9
Large stations	11	58	6	6	12	7
	LOCAL (station-originated)					
Small stations	26	32	8	11	16	11
Medium stations	25	36	9	11	16	13
Large stations	27	53	10	13	24	16
	NATIONAL AND REGIONAL SPOT					
Small stations	20	29	11	7	10	13
Medium stations	23	28	9	14	11	10
Large stations	42	15	10	7	13	17

ing today. One is a continuation of "formula" news, the so-called "modern radio" pattern of sensationalism. It is akin to the yellow journalism of the turn-of-the-century that hangs on in certain metropolitan tabloids and now flourishes in many rock-n-roll radio stations. This pattern, with its fetish for rape and robbery, sin and scandal, auto accidents and ambulance chasing, seems to continue unabated though the shock value is gone in most radio markets.

At the same time there is a pattern of serious news coverage growth at other stations where management has sought out competent news people and has given the staff the tools to work with. These news operations are providing many American communities with their only serious daily news coverage and many other cities with the only competition to that disappearing phenomenon, the daily newspaper. There is great potential for radio news to provide

Continued on page 55

supporting because the rate of profit is lower than disc-jockery. Some lack the willingness to get decent manpower and prefer trickery to

talent in news coverage. And many lack the courage that journalism needs to be alive.

Two distinct patterns are emerg-

POLIO NEVER STOPPED MARC HANAN

TWO months ago, the FCC approved an application submitted by Marc Hanan to purchase station KXO in El Centro, Calif. This, in itself, is not an unusual bit of information, except when viewed in the context that Hanan covers the two blocks to his office every morning strapped to a wheelchair.

Six years ago, Hanan lost the use of his legs when he was tripped up by a severe attack of bulbar polio. The FCC approval was the second time the Commission had granted Hanan permission to buy the station. Two weeks prior to the attack in 1955 Hanan and his partner, Riley Gibson, had taken over control of KXO.

After working his way up from staff announcer at KXO to sales manager during the short span of four years, Hanan—at the age of 26—was on the threshold of a promising career in broadcasting.

The attack of polio knocked him down—but only temporarily. Hanan recalled the first difficult days after the disease struck. "My body was completely paralyzed, my breathing was gone and after a two-month period of touch and go, during which my family was informed there was no hope for me to survive, I was transferred in my iron lung to the respiratory center in Los Angeles. I was given extensive therapy, both physical and psycho, and after about a year had managed to regain the use of my two hands, and about one-fourth of my breathing capacity."

Continued on page 54





New cars, gasolines, auto accessories will make the biggest splurge in fall radio with millions of spot dollars.

AUTOS, FOODS LEAD FALL RADIO BOOM

Traditional fall re-entry by heavy spot advertisers—underscored by economic boom—means big radio season

SPOT radio business for fall, which already looks well ahead of billings for the same season last year, could easily mushroom into radio's most significant season in years by the end of 1961.

This prediction, shared by radio leaders across the country, is based not only on the forecast that the U.S. economy is at the threshold of a great boom. The optimism stems also from recent developments from within the industry which will provide new dollars for radio at a growing rate in the current season and in seasons to come.

Here are some of the advertisers (for details see page 28) who are putting a large stake in radio now, plan to do so even more in 1962:

Automotives: Chevrolet, Dodge Plymouth, Ford are among other car producers who will be in on fall and

future campaigns. Others are Rambler, Buick, Cadillac, Pontiac, Studebaker, Mercury, Chrysler, Oldsmobile. Implicit in these campaigns will be increased emphasis on the compacts—old, new, small and medium—all competing as much with parent brands as with each other.

Important, too, among automotives are the related fields like gasolines: Shell (now buying radio for the first time in about a year in a number of southern and other markets); American (pushing its new national "one-brand-name" corporate concept; Sinclair; Humble Refining Co. (which, excluding the ESSO brand name, will soon launch an all-media national campaign to bring its gasoline under one trade name); Wilshire Oil Co., Calif.; and Texaco, whose recent move to J. Walter Thompson Co. will have interest for

sellers of spot radio advertising.

Foods: advertisers are becoming more aware of radio's importance, going in now with heavy regulars but testing too with a great variety of new products. Among the entries: Campbell's Soups new dry soups; Beech-Nut Baby Foods; the macaroni products including La Rosa, Buitoni and Mueller's; cereals such as Cream of Wheat, Wheatena and Cream of Rice.

Drugs: 666 Cold Tablets, Rem Cough Syrup; related cosmetics such as Noxzema's new make-up for teenagers.

Most important at the moment, of course, is the optimism from leaders in the auto industry. They predict that the climate is right for an auto boom that may even surpass the record set in 1955. If the climate remains undisturbed, U.S. business in

AUTOS, FOODS SPARK FALL PICK-UP

Autos

Oldsmobile: 10-12 spots per week; 150-200 stations; 50 markets (including 28 zone office cities); three weeks beginning September 18; modest schedules in smaller markets. *Agency: D. P. Brother, Detroit.*

Chevrolet: Three-phase campaign: 1) announcement, 400 markets, 10 spots per week for three weeks, 6 per day for one week; 2) 23-week campaign begins October 2 in 23 specialized markets; 3) 44-week campaign October 2 in key markets. *Agency: Campbell-Ewald, Detroit.*

Dodge: Campaign begins September 14. *Agency: BBDO, Detroit.*

Ford: Minute announcements debut in October; number of markets equal last year. *Agency: J. Walter Thompson, New York.*

Studebaker: Campaign will utilize network radio; October kickoff in approximately 165 network markets; spot radio may supplement network in selected market areas. *Agency: D'Arcy, New York.*

Plymouth: Weekend radio plus weekday a.m. and p.m. drive times; campaign starts September 28; 200 stations; 50 markets; minute spots; three-week campaign. *Agency: N. W. Ayer & Son, Philadelphia.*

Auto Accessories

AC Spark Plug: "Blitzes" planned for 1962 to concentrate on problem areas, build extra sales in others. *Agency: D. P. Brother, Detroit.*

Guardian Maintenance: Spots for 1962 will be purchased in 75 top radio markets; 10-12 spots per station; two to three stations per market; campaign will run 30 weeks total. *Agency: D. P. Brother, Detroit.*

Harrison Radiator: Plans for 1962 call for schedules 9 to 12 weeks; 98 important air conditioning markets; two to four stations per market; afternoon traffic times. *Agency: D. P. Brother, Detroit.*

Wilshire Oil Co.: Last year's outdoor budget, \$270,000, entirely switched to radio this year; summer campaign expected to be renewed through the end of the year; sports and news programs; California distribution. *Agency: Doyle-Dane-Bernbach, Los Angeles.*

Pure Oil: Traffic minutes and 30s; fall campaign will run 7 to 9 weeks; budget, markets equal last year. *Agency: Leo Burnett, Chicago.*

Foods

Beech-Nut Baby Foods: Spot radio being tried this year in a number of markets; frequencies sporadic. *Agency: Young & Rubicam, N.Y.*

Kraft Foods: Three-week campaign for Cracker Barrel brand cheese; September 15 start; 60s and 30s in top 20 markets. A 16-week drive for Kraft mayonnaise ends October 31. *Agency: J. W. Thompson, Chicago.*

Swift margarine: Four 13-week flights start this fall; day and afternoon minutes; budget equal to 1960. *Agency: Leo Burnett, Chicago.*

Great Western Foods (Ranch Style beans): September 26 start in 35 markets; campaigns will run 39 weeks using former print money; housewife and drive-time minutes. *Agency: Jack T. Holmes, Dallas.*

Hormel: Biggest expenditures in expanded budget reported going to radio for fall; September start will run for 26 weeks; morning and late afternoon minutes for meats, canned goods. *Agency: BBDO, Minn.*

Others

Norelco: Heavy spot radio saturation planned for pre-Christmas drive for electric shavers: total number of markets rumored above 100; dealer tie-ins; four weeks. *Agency: C. J. LaRoche, New York.*

Dulany frozen foods: Heavy southern campaign kicks off in October; 15 markets; agency sent three buyers to south for three weeks to visit every station on the schedule. *Agency: Smith/Greenland, New York.*

For other spot buys, see *Timebuys*, p. 14

general, and spot radio in particular, will be lifted into solid prosperity.

Two important trends in radio buying emerge directly from the economic upswing.

First, if auto sales jump significantly after new models come out this month, radio schedules will be hyped and probably continue beyond announcement time. Auto makers are anxious to put the 1962 model year down as the biggest in automotive history.

Second, the easing of economic pressures in other industries has already created new budgets for radio campaigns both national and regional. Most of these new monies have come from advertisers who have not used radio before. In some cases the money for radio was lifted from other media. But even more significant is the tendency by most to increase advertising budgets to buy radio. This reflects a general optimism on the part of advertisers who show by such action that they are not buying radio as a temporary "economical" substitute for more expensive media. Radio will continue as an integral force in advertising campaigns.

Two important developments within the radio business itself have sparked major interest in the medium by advertisers. The results will mutually benefit both advertisers and broadcasters for years to come.

The most recent of these developments is a breakthrough in radio audience measurement that provides a sharp profile of great numbers of listeners. It arises from a series of surveys taken by Alfred Politz Media Studies for five stations represented by the Henry I. Christal Co. The studies differ from the more conventional practice of tabulating audience size for program ratings in two ways. First, they document the dimensions of the radio audience generally, and by coverage rather than metro area. Second, they provide a qualitative as well as quantitative interpretation to audiences because they are concerned with individuals rather than households. Agencies have sought audience research of this nature for years.

Another recent development that

is certain to heighten national spot billings is the arrival of several plans to centralize national spot ordering and billing under one roof. (See *So you want to survive the spot paper jungle?*, page 32.) Broadcast Clearing House Inc., San Francisco and New York, announced plans for such a service this summer and hopes to be operating by the first of the year. A second firm, Broadcast Billing Co. (a New York-based subsidiary of Standard Rate and Data Services Inc.), has revealed its intentions of doing central billing for spot television. Two other firms rumored to be laying the groundwork for similar services are expected to announce plans before the year's end.

When these new companies—the first to organize for central billing in broadcasting history—begin operation, both agencies and broadcasters will welcome the new efficiency. Agencies have long complained about the exorbitant costs and efforts involved in spot paper work. By applying the new billing methods available, spot radio can only increase its dollar volume.

But it may be months before the effects of these developments will be fully reflected in radio's billing barometer.

More imminent is the prospect of new business arising as 1961 moves into the fourth quarter.

Automotive products

Hastening the business rise is the move by Detroit to announce the new models two to three weeks earlier than in previous years. Most radio schedules for the new cars will be on the air by the end of the month.

The reason for earlier announcement is summed up by E. R. Peterson Jr., Detroit manager of the Keystone Broadcasting System, who believes that manufacturers "plan to offset the disappointing auto sales for the year to date. By getting the new cars on the market early, they expect to show a better record for the year by end of 1961."

Although radio schedules for the new cars bear no marked difference from last year, the expected boom in the new car market will undoubtedly lead to expanded schedules not only from autos but also from advertisers

directly or indirectly dependent on auto sales.

Many of these advertisers are traditionally heavy in radio, spending \$1 million or more annually in the medium. Others are "see-saw" accounts which are either on or off the air in stride with general economic conditions.

Automotive accessories

Tire and rubber firms will enjoy a boost in sales. Banks, finance and insurance companies will share in the auto boom as buyers need credit and protection.

Auto dealers, suppliers, accessory firms, oil and gasoline companies and service stations will share in the increased business. Many of these firms will increase advertising.

Improvement in business, supplemented by recent government spending for defense, will be quickly re-

flected by the consumer who has steady employment, more money to spend.

Backing up the improved outlook from the automotive industry is the traditional fall re-entry of many advertisers dormant since spring.

Food products

Foods particularly are making a strong showing in radio this fall especially with the introduction of a flurry of new products. Drugs will begin the long fight on winter illness on the airwaves this month and next. Back-to-school seasonal themes will come from clothiers and school suppliers. Fall holidays will be surrounded in commercials for holiday wines, candies, gifts and flowers. Winter sports will bring in good sponsors.

The ingredients couldn't be bet-

Continued on page 55



Foods are heavy for fall '61. Among those on the air are Beech-Nut baby foods through Y&R, New York, (l), a newcomer this year, and La Rosa macaroni products, through Hicks & Greist, New York.



Originator of CBS promotion with agencies was Fred Ruegg, l. v.p. for sta. admin., with Alfred Greenberg, r. mgt., prom. serv.

AGENCIES USE RADIO TO SELL THEMSELVES

**Bold move by CBS O&O stations
offers free commercial time
to agencies for 'sale' of advertising**

EVERYONE in advertising talks about interesting the public in their field, but *not* one—until now—has put many specifics into action.

This month, the CBS owned and operated facilities in seven major markets are launching a drive to broadcast in the public interest a series of "commercials" on behalf of advertising prepared by leading agencies—and the top executives—in the business.

The idea, proposed to executive officers of 100 leading advertising agencies early in July, is the concept of Fred Ruegg, vice president in charge of station administration for the CBS Radio network.

His aim: to counter "the poor public relations job that advertising is doing for itself among the general public."

His suggested step for betterment



Leo Burnett
Leo Burnett



W. T. Okie
J. M. Mathes



Walter Weir
Donahue & Coe



Barton Cummings
Compton



Warner S. Shelly
N. W. Ayer

in the area of public relations: creation "of a better public image of advertising" with the airing of minute announcements discussing "the positive contribution advertising is making to our society, its role in the building of our economy, its success in raising our standard of living, its ability to get people and 'things' together."

The suggestion has been approved and accepted by some three dozen leading agencies in all parts of the country, each authorizing preparation of a one-minute "commercial" on tape or transcription for broadcast 12 times around the clock on each of the seven CBS radio operations. They include WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEL Boston, KMOX St. Louis, KCBS San Francisco and KNX Los Angeles.

Continued on page 50

Compton copy sells 'better mouse-trap'

(Sound of mouse-trap snapping shut with loud bang.)

First man: I did it! I did it!

Second man: Did what?

First man: I invented a better mouse-trap!

Second man: So-o-o? What are you going to do now?

First man: Why, wait for the world to beat a path to my door. What else?

Second man: (pause) Awful quiet outside. Don't you think you ought to let people know about your better mouse-trap. After all, no invention is important unless it is put to use—and that's where advertising helps. The more people know you've invented a better product, the greater the demand will be. When it gets into mass production, costs will come down and more people will be able to afford it. That's what happened with automobiles, telephones, radios, soaps, canned and frozen foods, electrical appliances—all of the things that have made us the best-provided-for nation in the world. Advertising is basic to our whole economy—and it can help you, too.

First man: Know what? I think you have something there!

Announcer: This message, prepared by Compton Advertising, Incorporated, has been brought to you as a public service by (station call letters).

SINCE the day when the second commercial radio station took to the air, the broadcast industry has been beset by a nagging, relentless barb—the spot paper jungle. But there's new hope for radio's escape from this undergrowth.

Strewn across the glamorous, awesome 41-year past of broadcasting is a back-office mess created by a maze of paper work that connects to the very nerves of the industry. Entangled in this paper jungle have been broadcasting's mechanical means of survival, the day-to-day

SO YOU WANT TO SURVIVE THE SPOT PAPER JUNGLE!

Agencies interested and
reps elated over plan
to clean up spot paper work

workings of the business machine: availabilities, confirmation orders, agency contracts, affidavits, make-goods, rates, commissions, billing.

Rooted in causes as complex as the results, paper confusion has chiefly been abetted by an innate absence of standardization. Stations, representatives and agencies have differed widely in paper procedures used to transact business with one another. So, too, have each of the three groups differed within them-

selves as to the methods of interchange with the others.

Although there have been attempts, some fruitful, to standardize forms along certain channels of communications, the elimination of waste has been fragmentary, however successful. And the most frictional area of standards lack has been the most fractional—national spot billing. There has never been, until as recently as last month, a private effort to put the entire broadcasting industry on a uniform system for billing. One reason: only within the past two years has electronic data processing equipment been engineered efficiently enough to assimilate and organize the vast paper-work complex.

Now the long-awaited centralized, automated procedures for buying, selling and billing of national spot radio and television are just around the corner. Two firms—Broadcast Clearing House Inc. and Broadcast Billing Co., Inc.—have already announced their intentions to act as central billing agents for stations, advertising agencies and representatives. A third group is expected to announce its plans shortly.

The men behind the rash of new firms have swathed a path through the jungle of prevailing procedures in order to find out what is wrong and how it can become right. What they have discovered is perhaps all too familiar to the beleaguered station representative who finds himself stranded as both mediator and salesman between the agency and station.

Both agency and station are aware of their own peculiar problems in the melee, but perhaps neither has a full understanding of what goes on in the other shop.

Why is there a jungle? And what hazards lurk in it?

Here is what happens, step by step, in the ordering and billing of national spot radio and television:

The advertising agency requests station availabilities from the representative for a projected cam



Two of the three men in charge of Broadcast Clearing House, new firm offering central spot billing, are John Palmer (l), president, and Lee Mehlig, exec. v.p. Arthur W. Sawyer is sec'y.

paign. The representative calls on the agency timebuyer to clarify campaign needs. Then the rep sends the request, to the station for verification or request of avails. When verification is received, the rep informs the agency and a signed order for the time is issued.

The time order is sent to the station by the rep for verification and signing. A copy is then returned to the agency and authorizes the station to initiate its accounting process.

In the meantime, the station be-

gins to run the schedule ordered and submits a bill and affidavit for the campaign to the agency. Upon receipt of the bill, the agency painstakingly checks delivered spots against ordered spots for discrepancies. According to one large agency, the chances are two-to-one that some error will be discovered, some clerical others missed spots.

If the agency does find an error for which it will hold up payment, it so informs the rep so that he can initiate a reconciliation with the station. The station then tracks

down the source of the discrepancy—through traffic, programing or accounting. Once the source of the error is found, an explanation is forwarded to the rep, who transmits it to the agency.

Upon hearing the explanation, the agency may let it drop at that and ask for an adjustment in the bill. But more often than not it requests either a new schedule or make-goods, which the station and rep approve much as they would a new time order. Both the agency and rep verify the arrangement, and the station executes whatever steps have been required after renegotiation.

Then the station submits a new or corrected bill to the agency, and if found to be lacking in error, the bill will be approved for payment. However, the chances of error the second time around are no less than the first. Industry sources report that renegotiations on one campaign may be instigated as many as three or four times.

Such is the jungle through which buyer, seller and mediator must tread.

Caught in the squeeze is the representative, whose function as a mediator is carried on by the rep salesman. Many salesmen find themselves in the trap of an errand-boy existence when they rightly feel that their function should be to sell time exclusively and thus advance billings for their stations and all of spot broadcast. But equally involved in the hassle are the agency and the station, which lose countless man hours because of the system, fraught as it is with not only human error, but the native inability of the station to send the agency a box of air with its spot inside as proof of performance (newspapers and magazines send a tangible proof of performance: the tear sheet).

The first group to unveil its proposal is Broadcast Clearing House Inc., New York and San Francisco.

Officials of Bank of America, San Francisco, and BCH examine ERMA, machine for automated billing. From left: Emmett Jenkins, mgr., Bank of America ERMA center; Robert Reilly, bank v.p.; Palmer H. A. Keith, asst. v.p., processing; Mehlig; Ed Martin, bank's research dir. Plan is now being agency-processed.



After more than two years of research, development and testing, according to its founders, BCH is now in the midst of refining its system while meeting with agencies, station representatives, stations and advertising groups.

BCH has completed arrangements with the Bank of America, San Francisco, to handle the data processing for the automated system. According to BCH Executive Vice President Lee Mehlig, the bank will use ERMA (Electronic Recording Method of Accounting), an IBM high-speed computer perfected during the past year.

The new firm is headed by John E. Palmer, president, who is now western sales manager for Mutual Broadcasting System. Mehlig is currently vice president, general sales manager and co-owner of KGMC Englewood (Denver), Colo. Arthur Wyman Sawyer, BCH secretary, is an account executive with Garfield, Hoffman & Conner, advertising agency in San Francisco.

Late last month a second central billing company for broadcast was announced in New York by Standard Rate & Data Service, which has created a subsidiary, Broadcast Billing Co. Inc., "to control, coordinate and justify tv spot billing."

Albert W. Moss, executive vice president of SRDS, heads the new operation as president. Executive vice president of BBC is George W. Schiele, former sales vice president, Broadcast Advertisers Reports Inc., New York, where he was instrumental in developing a television audit system now used by several advertising agencies.

BBC, like BCH, plans to use automated data processing methods to serve both stations and agencies. However, the former company will provide a central billing service for television stations only. And it will adapt forms currently in use by agencies and stations before translating the data into its own forms for machine processing.

Unlike BBC, Broadcast Clearing House will initially serve radio stations, expanding later to accommodate television stations. Existing forms will not be used, but will be

replaced by BCH standardized forms that are automatically ready to be programmed for data processing.

A third group—not as yet officially announced—is reported to be spearheaded by a group of former Remington Rand systems experts who are working with a New York bank and a company experienced in broadcast advertising. Details of their proposed central billing plan have not been made public.

Of the three groups, Broadcast Clearing House is the first to have presented thoroughly the details and systems of its operation to advertising agency executives and representative firms.

Here is how the BCH system would work, step-by-step:

1. A standardized *time order* form originates with the rep. It's sent to

Continued on page 54

BCH central billing needs only five steps

BROADCAST CLEARING HOUSE P. O. BOX 3988, RINCON ANNER SAN FRANCISCO 20, CALIFORNIA				Z. W. BAKER & CO.		NEW YORK			
TIME ORDER								FOR B.C.H.	
STATION	ADDRESS			OFFICE		DATE		PAGE	
KVTV	SAN FRANCISCO CALIFORNIA			NEW YORK		7-24-61			
NAME OF REPRESENTATIVE				OFFICE		DATE		PAGE	
RADIO AD-SALES				NEW YORK		7-24-61			
CLIENT				PRODUCT		ORDER NO.		DATE	
U. S. MOTORS CORP.				CENTAUR		2876541		7-24-61	
COMMENCEMENT DATE			EXPIRATION DATE			ORDER NO.		DATE	
8-1-61			8-31-61			2876541		7-24-61	
TITLE NO.	HOUR	DAYS	TIMES PER WEEK	TOTAL NUMBER OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	TOTAL CHARGE	
01	8:30 AM	DAILY	7	31	30 SEC	BROWN	13.85	429.35	
02	6 PM	M-W-F	3	13	30 SEC	AA	7.25	94.25	
03	12-12:30 PM	DAILY	7	31	60 SEC	A	11.50	356.50	

1. **TIME ORDER** is prepared by rep after schedule negotiation and sent to ad agency for confirmation. Agency gives final signature to order and indicates whether automatic make-goods by station are authorized. The form is returned to Broadcast Clearing House to begin automated billing process. Time order gives complete run-down of times, length, class, cost in multiple copies.

BROADCAST CLEARING HOUSE P. O. BOX 3988, RINCON ANNER SAN FRANCISCO 20, CALIFORNIA				AGENCY		MONTH AND YEAR	
PRIMA FACIE BILLING				Z. W. BAKER NEW YORK		8-61	
ANY NECESSARY ADJUSTMENTS TO THIS BILLING WILL APPEAR ON ADJUSTED BILLING				CLIENT		BILLING NUMBER	
				U. S. MOTORS CORP.			
				PRODUCT			
				CENTAUR			
CONTRACT NUMBER	ORDER NUMBER	NUMBER OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	GROSS CHARGE	
KAX	SAN FRANCISCO CALIFORNIA						
	2976438 01	31	30 SEC	AA-1	9.50	294.50	
		31				294.50 *	
KDAB	SAN FRANCISCO CALIFORNIA						
	3286510 01	31	30 SEC	B	4.25	197.25	
	3286510 02	10	60 SEC	AAA	15.00	150.00	
		41				347.25 *	
KVTV	SAN FRANCISCO CALIFORNIA						
	2876541 01	31	30 SEC	BROWN	13.85	429.35	
	2876541 02		30 SEC			94.25	

2. **PRIMA FACIE BILL**, an estimate of the agency's final bill for client radio campaign, is sent to agency on 20th of broadcast month. Bill lists all stations in campaign, schedule ordered, cost per station, sub-total per city and state and final total. Agency now has central record of all station billing for each campaign. Payment is not made, however, until BCH sends adjusted bill.

BROADCAST CLEARING HOUSE
P O BOX 9399 NINT 7L ANNEK
SAN FRANCISCO 20 CALIFORNIA

STATION AND ADDRESS: **KVIV SAN FRANCISCO CALIFORNIA**
MONTH AND YEAR: **8-61**

STATION BILLING

BROADCASTS ORDERED							BROADCASTS DELIVERED - IF DIFFERENT THAN ORDERED						
1	2	3	4	5	6	7	8	9	10	11	12	13	
AGENCY ORDER NUMBER	NUMBER OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	GROSS CHARGE	NO OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	ADJUSTED GROSS CHARGE	DIFFERENCE IN GROSS CHARGE		
H. A. ANDERSON, INC.		NEW YORK											
NATIONAL TOBACCO CO.		FORTUNES											
487652901	62	30 SEC	AAA	8.65	536.30	61	30 SEC	AAA	8.65	527.65	8.65		
487652902	8	30 SEC	AA	7.50	60.00								
					596.30								

3. STATION BILL goes from BCH to station on 20th of broadcast month, itemizes time ordered for that month by each agency and client. Station checks logs for any discrepancies between time ordered and time delivered,

enters them in space provided at right. Station then notarizes form and returns to BCH, which then issues check for month's campaigns. Stations are subject to periodic audit by BCH accountants without prior notice.

4. ADJUSTED BILL based on station changes is prepared by BCH and sent to agency by 10th day of month after broadcast. This is the final bill for the client campaign, itemizing all stations. The agency then issues one check to BCH for each campaign. Agency commission and deductions for BCH fees are noted, as are refunds for discrepancies, and other errors.

BROADCAST CLEARING HOUSE
P O BOX 9399 NINT 7L ANNEK
SAN FRANCISCO 20 CALIFORNIA

ADJUSTED BILLING

STATION: **KVIV SAN FRANCISCO CALIFORNIA**
CLIENT: **U. S. MOTORS**
PRODUCT: **CENT AUR**
MONTH AND YEAR: **8-61**

1	2	3	4	5	6	7	8	9	10	11	12	13
AGENCY ORDER NUMBER	NUMBER OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	GROSS CHARGE	NO OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	ADJUSTED GROSS CHARGE	DIFFERENCE IN GROSS CHARGE	
297643001	31	30 SEC	AA-3	9.50	294.50							
	31				296.50							
2886510-01	31	30 SEC	B	4.25	131.75							
2886510-02	10	60 SEC	AAA	15.00	150.00							
	61				347.25							
287654101	31	30 SEC	BROWN	13.85	429.35							
287654102	13	30 SEC	AA	7.25	94.25	10	30 SEC	AA	7.25	72.50	21.75	
287654103	31	60 SEC	A	11.50	356.50							
					880.10*					858.35*	21.75	

BROADCAST CLEARING HOUSE
P O BOX 9399 NINT 7L ANNEK
SAN FRANCISCO 20 CALIFORNIA

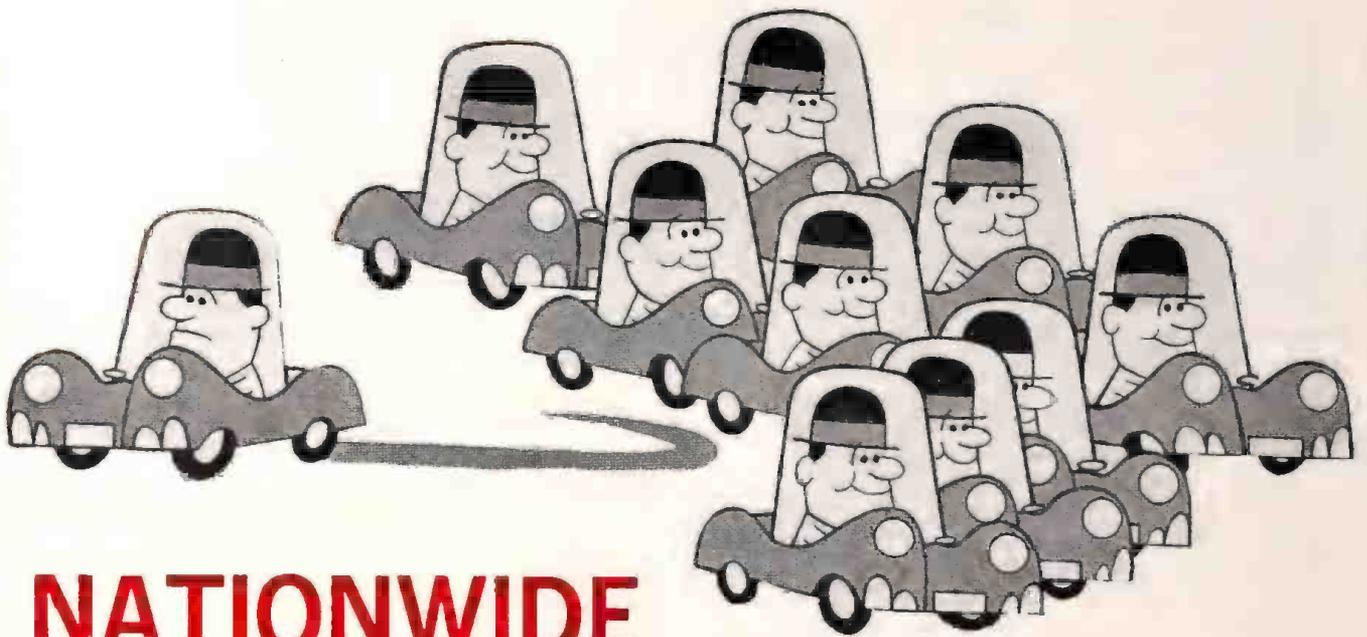
REPRESENTATIVE'S STATEMENT

NAME OF REPRESENTATIVE: **RADIO AD-SALES**
OFFICE: **NEW YORK**
MONTH AND YEAR: **AUGUST 61**
PAGE:

BROADCASTS ORDERED							BROADCASTS DELIVERED - IF DIFFERENT THAN ORDERED						
1	2	3	4	5	6	7	8	9	10	11	12	13	
AGENCY CONTRACT NUMBER	AGENCY ORDER NUMBER	NO OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	GROSS CHARGE	NO OF TIMES	LENGTH OF BROADCAST	TIME CLASS	RATE	GROSS CHARGE	REPRESENTATIVE'S COMMISSION	
	KVIV		SAN FRANCISCO	CALIFORNIA									
	E. W. BAKER		NEW YORK										
	U.S. MOTORS		CENTAUR										
	287654101	31	30 SEC	BROWN	13.85	429.35							
	287654102	13	30 SEC	AA	7.25	94.25	10	30 SEC	AA	7.25	72.50		
	287654103	31	60 SEC	A	11.50	356.50							
						880.10*				858.35*	21.75		

5. REPRESENTATIVE'S STATEMENT is the final step in BCH billing process. It shows adjusted, final billing synopsis of all national spot for each station for the preceding broadcast month. Rep's commission, agency's com-

mission, BCH fee are all itemized. BCH encloses check for representative's commission. BCH system saves representatives much paper work and mediation worry. System would increase spot radio billings considerably.



NATIONWIDE

DRIVES HOME ITS NEW RADIO PITCH

Network and spot radio wheeled in the customers during the company's "9 out of 10 come back again" auto insurance campaign

MUDDLED by a labyrinth of laws that vary from state to state, overrun with a commercial approach that combines vapidly with confusion, auto insurance is one of the toughest items to pitch to the millions of American car owners.

This was the situation that the people at Ben Sackheim Inc., New York, encountered several months ago when they undertook a campaign to sell automobile policies for Nationwide Insurance, Columbus, Ohio. Their immediate goal: sales leads. Their major medium: radio.

The company and the agency took a long look at the current status of commercials plugging the auto insurance business and found they only succeeded in further confusing the public about this complex field. Nationwide felt it needed a drive that would give it a distinctive edge over its competitors.

The foundation of its new approach was an extensive program of

spot and network radio. The decision to use radio was not reached until the company and its agency painstakingly studied the media and merchandising problems involved in an extensive radio campaign.

The campaign that evolved is a blueprint of a carefully researched and well thought-out program.

The first move called for the creation of a distinctive theme that would elevate Nationwide above the mediocre copy approaches prevailing in the field.

Austin Kelley, account executive on Nationwide, explained the background in the development of the theme for Nationwide's \$350,000 campaign which ran this summer. "We were looking for a distinctive pitch that would overcome the complexities of the many regulations that vary from state to state, a theme that would overcome the blurred individual aspects of auto insurance," Kelley said.

The answer was found in a recent Nationwide study revealing that 90 per cent of its clients renewed their auto insurance.

"It seemed to us that this was a strong competitive claim," Kelley said. "Here was something a little different, something that no other company was stressing, something that was marked and noticeable."

From this beginning came the basic key theme for the campaign: "9 out of 10 come back again for Nationwide car insurance."

While Sackheim developed this selling theme, it moved into the next stage: media planning. Bill Pitts, vice president in charge of radio and television, explained that "we were looking for a new and exciting way to present the theme to the public. We wanted to break the old patterns."

The usual pattern for pushing specialized types of insurance was newspapers. Last year, Nationwide used more than 300 newspapers east of the Mississippi, the area where most of its offices are located.

Pitts believed the "9 out of 10" slogan was perfect for broadcast use.

At this juncture, Sackheim and the client agreed that radio was the one medium that could cover the market, saturate it, and, at the same time, strike squarely at the man behind the wheel. The decision to use radio was aided considerably by the results of a small Nationwide radio test on WCBS New York.

The company bought the Marty Glickman sports program, which preceded every New York Yankee baseball broadcast. "Nationwide sponsored the show as an experiment to check the validity of radio," Hal Graves, a vice president at Sackheim, explained.

"The results were most gratifying," Graves said. The company ran two giveaway promotions on the program: it offered a portable emergency reflector and a baseball fact handbook. "The response was far beyond expectation," Graves said.

He emphasized, however, that the most important result was not the quantity of responses but the growing awareness of the Nationwide

name as the program progressed into the summer.

"At first, the letters only asked for the reflector and the handbook, but later the listeners began requesting the 'Nationwide' reflector and the 'Nationwide' fact book. We were conscious of Nationwide's name building up."

Sackheim's media recommendation for radio as the major medium for Nationwide's big auto insurance push was accepted. With the basic selling point agreed upon and the major medium selected, the next move was to develop a commercial approach that would grip the attention of the listener.

A catchy opening wasn't enough: the agency wanted something more sustaining. Kelley explained the best method to disavow themselves from the heavy-handedness of most auto insurance commercials was to pro-

vide the listener with something to laugh at.

"Humor in commercials," says Kelley, "gives people something to remember because it comes as a surprise; they're not expecting it."

The basis of the humor is what happens to the one person in 10 who does not renew his policy.

Three basic gag lines are alternated during the Nationwide jingle in answer to the question: "What about number 10?"

This jingle illustrates how the humor is integrated;

Nine out of 10 come back again—
for Nationwide car insurance.

If you drive a car, it's better by far—
with Nationwide car insurance.

Customers like what we stand for,—
they get much more than they
planned for!

Nine out of 10 come back again—
for Nationwide car insurance!

Key agency planners in Nationwide's car insurance radio drive

Strategy session on Nationwide's "9 out of 10" radio campaign involves Ben Sackheim's Joe Battaglio, l, broadcast supervisor; Bill Pitts, c, vice president of radio and tv, and Austin Kelley, account executive.



View from top: 2 client execs see . . .



**GEORGE W. CAMPBELL,
ADVERTISING DIRECTOR**

"WHILE it's still too early to tell the effects this campaign will have on sales, initial public reaction has been highly favorable. We plan to make a complete evaluation when the program concludes this month and determine whether to use this approach in future marketing efforts."

What about number 10?

(Outside voice:) I bought a helicopter, man!

The coverage is broader, there's less to pay:

That's why nine out of 10 come back again!

Fast claim service is the Nationwide way:

That's why nine out of 10 come back again!

Nine out of 10 say it's common sense. Ride with Nationwide, ride with confidence!

You'll find

We're friendly and fair—no others compare

To Nationwide car insurance.

Nine out of 10 come back again—for Nationwide car insurance!

The two alternate gag lines are:
(Outside voice:) "My uncle went into the insurance business!"

(Outside voice, as if being shot into space:) "I moved out of Nationwide territory!"

The next major step involved exploring the strategy behind the placement of schedules: the markets, the number and type of stations, times of day, the frequencies, days of the week and length of the commercials.

The first consideration in setting up the schedules was to determine the best plan for distributing the budget over the full scope of Nationwide's operating area. Nationwide agents cover 29 states, most of them east of the Mississippi.

The company wanted to saturate the market in all areas where its agents operate, but also desired heavier concentration in the cities that housed the largest number of salesmen. "We had to keep in mind the number of agents and we wanted to make certain that we had excellent radio coverage in areas which had the most representatives," Pitts said.

The result was a combination network and spot buy. Two stations, one for spot and one for the CBS network effort, were purchased in each of the 77 largest eastern cities, with one station used on a spot basis in each of 28 smaller markets. The CBS show was used in 48 other smaller markets.

A detailed breakdown of the four-week radio campaign reveals that Nationwide aired an average of 30 commercials per week in cities where it used two stations, 20 per week in cities where it bought one station, and 10 per week in localities where it bought only a CBS affiliate.

Although Nationwide was on radio for four weeks, the radio campaign covered an eight-week period from July 24 to September 15. The flight opened for two weeks, played possum for two weeks, returned for one, vacationed for two, and concluded with one week.

Pitts explained the thinking behind this type of scheduling: "We wanted a life span of two months,

but the budget couldn't handle it. We figured that it wasn't necessary to be on every week. This type of schedule has carry-over value and the average consumer would not notice that we dropped out some of the time."

One of the biggest reasons Nationwide agreed to go into radio was the medium's ability to pinpoint commercials at the automobile owning audience. The company bought schedules during prime driving time—the morning rush hour, 7 to 9, and the evening equivalent, 4 to 6.

Weekends were ruled out because, as Pitts explained it, "Salesmen normally don't work on Saturday afternoons or Sundays and we wanted a

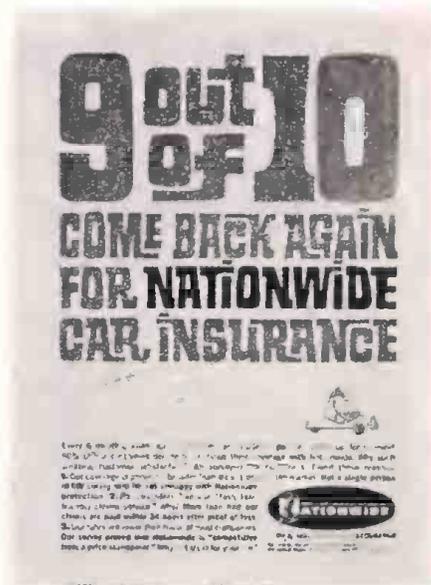
. . . more radio in Nationwide's future



**GEORGE H. HUNTER,
ADVERTISING MANAGER**

"WE BELIEVE this mass testimonial from our policyholders is one of the strongest advertising themes we have ever developed. And the radio medium enables us to get this message to the public in an enjoyable, and memorable way, with impact frequency. We're certain that this campaign will help establish Nationwide Insurance as the 'satisfied drivers' company in the public's mind."

Print advertising, promotion backed up
radio's role as the number one vehicle in
Nationwide's integrated drive



Direct mail, newspapers, streamers,
stickers, billboards and
various promotional material
supported radio during Nationwide's
extensive "9 out of 10 come
back again" selling campaign.

time when the listener could call the agent quickly—many of the salesmen work during the evening."

Choosing the proper time of day is only the first step in pinpointing an audience. The right stations must be selected.

"We didn't want rock-and-roll stations and we didn't want stations that catered to the lowest listener common denominator," Pitts said. "We wanted stations that stress quality broadcasting. We were interested in reaching the responsible, adult male, not the gum-chewing, soda-pop drinking teen ager."

On the CBS network, Nationwide

bought the *Allen Jackson* news program at 5 p.m. est. "The program was a good buy financially, it was at a good time, it was available, and it fitted in with our policy of sponsoring high-quality shows," Pitts said. Nationwide was able to buy 57 per cent of the network, which blanketed most of its selling area.

The client selected the one-minute commercials as the best length for driving its message home to the drivers. Kelley explained that Nationwide wanted enough time to sell its product. "The 9 out of 10 phase is enough to get attention, but then we wanted to fully develop our sales

presentation," Kelley said.

Kelley explained that the 60s offer greater flexibility for local tie-ins. "Every third commercial has a drop-out for a message about local rates and coverage, since they vary from state to state," he said.

The drop-outs for local announcements was consistent with the over-all campaign strategy of boosting the sales potential of the local agent. Besides employing radio (the ad effort's keystone which received about half of the \$350,000 advertising budget for this campaign) the company advertised on billboards and in mass

Continued on page 58



Selling teens with 'kookie' commercials

COMMERCIAL CLINIC

The millions of American teenagers who are not blinded by the glare of television, but remain resolutely glued to their portable radios, are generally acknowledged as one of radio's most profitable audiences. But once you agree that teenagers spend many of their waking hours listening to the radio, the problem pops up of how best to sell a product to this audience.

One agency, Fletcher Richards, Calkins & Holden, New York, probed into the problem and came up with a radical approach to teenage selling that may shock many adults—but also may sell a lot of sneakers.

Sneakers are the product the agency is pushing for its client, U. S. Rubber, which manufactures U. S. Keds. The agency wanted to try radio because, as Sy Frolick, vice president in charge of radio and television, explained: "No other medium does such a good job of catering to the desires and tastes of the teenager."

Frolick maintains that teenagers are not big television watchers or readers of mass magazines and newspapers. "The average teenager is full of energy and he doesn't like to sit for long periods of time in front of the tv," he said.

The agency convinced the client to use radio in reaching kids in cars, on streets and at the beaches with their transistors.

FR,C&H proposed to U. S. Rubber that it sponsor week-day afternoon and Saturday morning disc jockey programs.

"This was fine, Frolick recalled, but the toughest task was convincing the client to revamp its theories of selling to teenagers. The agency persuaded U. S. Rubber to use commercials that talk to the teen in his own language.

In developing the announcements,

FR,C&H teamed up with Narwood Productions, which specializes in the problems of tapping the lucrative teenage market.

Frolick explained some of the pitfalls in selling to teens that many advertisers have previously tumbled into. "We had to watch out for (1) talking down to the teenager and (2) using slang expressions that adults think are in vogue, but actually died out years ago."

This is where Narwood came in handy. The agency wanted to talk to the teenager in his own language and Narwood provided FR,C&H with current American teenage slang. The result, as Frolick puts it, was a "zany, irreverent, off-beat, approach that uses two madcap Bob and Ray type of characters, doing the kind of material found in *Mad* comics."

The commercials, called Bulleteens, were devised with these basic ideas in mind: (1) to use the language of the teenager, (2) to talk about things that interest him and her, and (3) to entertain the teenager by making him laugh.

Commercials were broadcast as a test campaign during July and August in more than 60 major markets.

The commercials were delivered in a rapid-fire, high-pitch manner, liberally spiced with noisy sound effects. The humor might be described as the closest thing to sick jokes for teenagers. The copy talks about things nearest to the teenager heart: dating, basketball, school and the many little problems that only the teenager can understand—for example, having to wear white shirts and ties in school.

The commercials are written to win over the teenager to the side of U. S. Keds, and the jokes lacerate individuals who give teenagers the most trouble: parents, school principals and little sisters.

A sample of one of the commercials illustrates the irreverent approach to selling sneakers. (Rich and Leon are the two protagonists.)

Rich: (Singing) School Days . . .

Leon: (Interrupt) No!

Rich: School Days . . .

Leon: (Interrupt) Stop it!

Rich: Dear old golden . . . (Covered)

Leon: (Interrupt) Knock it off!

Rich: But its back-to-school time!

Leon: (Interrupt) I hate school! I'll blow it up!

Sound: (Blow up the school for five seconds—end with boing sound and beginning of kookie fanfare.)

Rich: Hey, what's that last noise?

Leon: It's another teen bulleteen!

Leon: Fads for the lads! At Wilbur Grunt High in California, boys are planning to wear white shirts and ties when they go back to school.

Rich: The principal is discouraging the fad. He is holding out for pants, socks and shoes too!

Leon: You mean Keds with the blue label. That's Keds. Spelled K . . .

Rich: As in Ack-ack . . .

Leon: E . . .

Rich: As in steak . . .

Leon: D . . .

Rich: As in fiddle-faddle . . .

Leon: And Zizz . . .

Rich: As in Bizzzzzy! Wear 'em all the time!

Leon: Don't wear Keds in your beds—wear 'em to school. G TGKF !!!

Rich: GTGKF what?

Leon: Get That Great Keds Feeling! If you can't be bright—be smart! Get Keds with the blue label!

Rich: Yeah—they even look good clean!

belts, seat covers and shock absorbers. Lynn Diamond is the time-buyer.

HILLS BROTHERS INC.

Agency: *N. W. Ayer & Son, Philadelphia*

Product: COFFEE

The coffee maker is expected to launch a campaign sometime near the end of this month. The drive, using 30-second announcements, will probably last about one month. As many as 200 markets may be covered by the flight.

KITCHENS OF SARA LEE

Agency: *Hill, Rogers, Mason & Scott, Chicago*

Product: CAKES

A 35- to 40-market campaign for Sara Lee's new products, apple and spice cakes, will begin Oct. 1. The flight will run from two to three weeks, but there are indications that more schedules may be purchased. Daytime minutes will predominate, with frequencies ranging from 25 to 35 announcements per week. Miriam Manzer is the timebuyer.

V. LA ROSA & SONS, INC.

Agency: *Hicks & Greist, New York*

Product: MACARONI AND SPAGHETTI

A saturation campaign that began in early September for La Rosa's assorted line of macaroni and spaghetti products is spreading over 35 markets east of the Mississippi. As many as five stations in major markets are carrying the one-minute announcements, which are directed at housewives during daytime hours. At this writing, the length of the flight is still undetermined. Len Soglio is the timebuyer.

C. F. MUELLER CO.

Agency: *Doherty, Clifford, Steers & Shenfield, New York*

Product: MACARONI

A campaign of indefinite duration was started recently for this macaroni manufacturer. The drive is reaching into about 35 markets scattered around the country. Time-buyer is Stu Eckert.

THE NESTLE CO.

Agency: *William Esty, New York*

Product: NESCAFE INSTANT COFFEE

A 100-market drive, which began on September 11, is currently covering the country for the instant coffee product. Most of the markets are two-station buys with frequencies ranging from five to 100 per week for the one-minute and 30-second recorded announcements. The campaign is directed at housewives during daytime hours. At the moment, the length of the drive is indefinite. Timebuyer is Phil McGibben.

Q-TIPS INC.

Agency: *Lawrence C. Gumbinner, New York*

Product: COTTON SWABS

The middle of October is the starting time for a 13-week flight for the baby product. The campaign will take a break for the Christmas holidays and then pick up again in January. The drive will hit selected markets throughout the country. The one-minute announcements, pointed at the young mother, will be aired during daytime and early evening hours. Anita Wasserman is the timebuyer.

STANDARD OIL CO. (NEW JERSEY)

Agency: *McCann-Erickson, New York*

Product: ESSO GASOLINE STATIONS

The gas company has decided to extend a saturation campaign that began in the spring and was scheduled to end on Oct. 8. The new schedule picks up on that day and will continue through December 3. The drive will flood 46 markets in the 19 eastern and southeastern states serviced by the Esso stations. Weekends will receive the bulk of the schedule. Joseph Granda is the timebuyer.

UNION CARBIDE CORP.

Agency: *William Esty, New York*

Product: PRESTONE ANTI-FREEZE

A \$1 million radio campaign is now in the process of being launched for Prestone anti-freeze. The length of the drive, which will utilize one-minute announcements, is undecided. Timebuyer is Phil O'Connell. ■

that tends to railroad the fm broadcaster into adoption of this service.

DAVID GREEN
vice president
KXTR
Kansas City, Mo.

RULES OF DECAY

The recent FCC proposals relating to changes in the rules governing fm broadcasting may very well mean an end to the growth of fm. High Fidelity Broadcasters Inc. believes this to be true because of the extremely large co-channel and adjacent channel station separation distances proposed. We contend that this will prevent the authorization of more than a few new stations except in sparsely populated parts of the country economically ill-equipped to support additional fm broadcasting. As an example, we are quite sure that no new class B stations can be assigned in the present Area 1 under the FCC proposals.

We believe . . . for the continued growth of fm . . . in the following: (1) Protection of existing stations to a greater extent than exists under present rules; (2) some reassignment of present stations in order to remove the worst interference cases now existing; (3) the assignment of new adequate coverage stations to areas now receiving little or no fm service; (4) the assignment of wide area coverage, highly protected stations to serve sparsely populated areas; (5) the assignment of local coverage stations to provide local facilities in small and medium sized communities.

WILLIAM ALMAS TYNAN
President
High Fidelity Broadcasters Inc.
Bethesda, Md.

INDUSTRY HYPO

I have your issue of U. S. RADIO for July and the material on the drug trade regarding radio is most interesting and informative.

I have specialized in food, health beauty aid and drug accounts in the last several years and such information as you have printed is most helpful to me and my efforts in the radio industry.

F. W. SLADE
CKAC
Montreal

RADIO FOCUS/IDEAS



SALESMEN at WABC New York are now radio-dispatched! Trial run shows, l to r, Herb Mendelsohn, sls. mgr.; Harold L. Neal, Jr., v.p.-gen. mgr.; Tom Mager, mdsng. mgr.; and a.s.s Ronnie Gelb, Tom Green, Bill Tilow, Jack Flynn. Each has two-way radio.



NEW FM SPONSOR signs for 26-week program on KPEN-FM S.F. L to r, Art Blum, pres., Blum agency; Ross McKee, pres., Music Teachers Assn.; Jan Paul, owner, Acoma Music, and Gary Gielow, KPEN-FM.



ALL-MARKET presentation on radio is being shown in five top cities by San Francisco Broadcasters Assn. Pictured: Homer Odom, l, of KABL, pres, SFRBA, with Richard Gravett of KNBC.

ACTRESS Mitzi Gaynor records for CHUM Toronto's "Hollywood Day" promotion. Other guests d.j.s were stars Jane Morgan and Pat Boone in special recordings for Canadian stations.



TOWER OF ICE is manned by D.J. Ken Griffin of WIIYN Springfield, Mass. in parking area of Towers Marts discount stores for zany hot-weather promotion.

RADIO FOCUS/ideas

PUBLIC SERVICE

Promotion

From catching criminals to aiding orphans to improving the flow of mail, radio stations throughout the land respond to the call of public service.

Raising money for needy causes and assisting worthwhile campaigns comprise the bulk of the public activities. In Philadelphia, WIP received a call from a group of employees at the Philadelphia office of Erwin Wasey, Ruthrauff & Ryan. The group had collected a small amount of money among themselves and they wanted to buy radio time to help raise money for the Schaeffer girls of Levittown—seven little girls, aged three months to seven years—who were orphaned by the tragic loss of both parents within a three-month period. WIP told the callers to keep their money, the station would do it for nothing. The station set in motion the "Seven Sister's Fund." During a two week series of announcements the station raised \$5,370.41. Among the contributors: the office of the mayor of Philadelphia, the crew of the U.S.S. Norris, and the employees of the city's traffic office.

In a span of four hours—without the help of any other media—KORL Honolulu raised \$5,000 to send the Hawaii Little League team to Williamsport, Pa. for the Little League World Series. . . . The mail carriers Nationwide Improved Mail Service received a helping hand from WHK Cleveland in its efforts to expedite the flow of mail. The station aired announcements—recorded by the city's postmaster Joseph Franz—urging listeners to mail early in the day. . . . In Grand Rapids, Mich., WOOD helped police snag a hit-and-run driver. Upon learning of the hit-and-run accident, in which one boy was killed and another seriously injured, the station sent a mobile unit to the scene and within minutes the story was on the air. A short time later, the identity of the driver was learned and the station broadcast a complete description of the fugitive and continued to do so through the night. A local resident picked up a hitch-hiker answering the description and promptly noti-

fied the state police, who in turn apprehended the man. The state police gave credit to WOOD for the quick capture of the fugitive.

Programing

The extensive scope of public service programing carried on radio stations was brought into focus in a brochure, "Broadcasting in Virginia," recently released by the Virginia Assn. of Broadcasters. Tabulation of questionnaires received from most of the 102 radio and 11 television stations in the state reveals that broadcasting outlets aired more than 303,000 non-commercial announcements in the interest of public service during a six-month period. This was an average of about 11,500 announcements per week. Heading the list of topics covered were highway safety, fire prevention, civil defense, CARE, public schools, and go-to-church announcements.

Something for every one—from housewives to dogs—was the theme of recent public service programing throughout the country. In Hartford, WINF initiated a program aimed to an audience that the station feels has been neglected in recent years: children. *The Friendly Forest* is the title of its new series for children. . . . For sufferers of hay fever in the New York City area, WOR has reinstated its daily allergy reports. The reports include interviews with allergy specialists and provide the daily pollen count. In addition, the station is offering to its listeners the booklet, "Asthma, Hay Fever and Other Allergies." . . . WGMS Washington is offering a service to one specialized audience that is guaranteed never to buy an advertised product. For the third consecutive year, WGMS broadcast, during one Saturday in August "Dog Days," a program of music and commentary directed at the canine population of Washington. During intermission, James Thurber read an essay about some of his best friends. Among the musical selections heard on the show were: Chopin's *Dog Waltz*, the *Yale Bulldog* song, the bark of Cerberus from Act II of Gluck's *Orfeo and Eurdice*, and Moussorgsky's *Song of the Flea*. . . . Noteworthy public service programs focusing on local and national programs concerned with social and political problems crowded the air

across the country. Both WMCA New York and KMPC Hollywood devoted programs to the problems of juvenile delinquency. When a special committee of the House of Representatives toured some of the slum neighborhoods in New York, WMCA took its microphones along and recorded interviews with gang leaders, parents, youth workers and police officials at the scene. The tapes formed the basis for a special report on youth crime. In Hollywood, KMPC presented a special report, *Gang Warfare in a Big City—Why?* Three months of research were poured into the program, which featured recorded interviews from youths in slums, alleys, back streets, pool halls and jails. . . . In Boston, WBZ ran a two-part documentary analysis of how America's image is viewed in foreign lands. The program, *How Others See Us*, featured interviews from American and European government officials, European citizens, literary figures, and American military personnel stationed overseas. According to the station, digging up material for the program took three months, 15,000

Continued on page 50

KFAL RADIO

FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

*16 hours of farm radio a week
Interesting, pertinent and
factual information and pro-
gramming for farmers.*

"Smack in The Middle" of the Cross-roads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: Midway 2-3341

Fulton, Missouri

900 Kilocycles 1000 Watts

RADIO FOCUS/PEOPLE



CAKE-CUTTERS at first anniversary party of KGBS L.A. included, 2nd from l to r, L.A. Councilman H. A. Henry; George B. Storer, Jr., pres., Storer Bdstng.; Wendell B. Campbell, v.p., mng. dir., KGBS hosts to 750 guests.



NEW NATIONAL representation contract signers are, l to r, Thomas B. Campbell, pres., Advertising Time Sales (formerly Branham); Clyde W. Rembert, pres., KRLD AM-TV Dallas; Jack Thompson, v.p. of the new rep. firm.



PUBLIC SERVICE award goes to Jack Fiedler, g.m., KTSA San Antonio, for his report on the Army from Col. E. R. Mason, 4th Army public information man.

SUMMER BLOOMS in the beauty contest tree are three finalists from Miss Washington contest sponsored by WWDC. Shown with Star Danny Kaye: Daye Atkinson, Terez Bogdany and Elaine M. Downs.



WHITE HOUSE birthday letter went to 73-year-old Meteorologist E. B. Rideout of WEEI Boston, who began weather forecasting on the station in 1925. He's been credited with many firsts, and successful predictions.



Agencies

Two shifts announced at **BBDO**: **Bobb Chaney**, v.p. in charge of the agency's Minneapolis office since 1955, moves to New York as head of the agency's new business operations. **Henry W. See**, v.p. and account group head at the New York office, heads for Minneapolis to take over Chaney's old spot. . . . **Louis Hallenstein** joins **Olian and Bronner, Inc.**, Chicago, as a copywriter on the **Belton** account. . . . Two announcements from **Compton Advertising, Inc.**, New York: **Samuel M. Sutter** moves from **McCann-Erickson**, where he was a v.p. and associate creative director, to the position of v.p. and creative director at **Compton**. **Paul Slater**, manager of the creative department at **Compton**, named a v.p. . . . **Edward Tabibian**, marketing director of **Frank B. Sawdon, Inc.**, New York, named v.p. in charge of marketing and merchandising.

Elliott Johnson joins **Olian & Bronner, Inc.**, Chicago, as head of the agency's sales forecasting division of the marketing and research department. Johnson formerly was supervisor of media research of **McCann-Erickson**, Chicago. . . . **John W. Herdegen** elected a v.p. of **Geyer, Morey, Madden & Ballard, Inc.**, New York. Herdegen is a member of the agency's special department devoted to experimental creative research and development. . . . **Nancy Schlutz** moves over from **Knox Reeves Advertising** to join **Kenyon & Eckhardt, Inc.**, New York, as a copywriter. . . . **Weston Elliot** appointed an account executive in the radio-tv department of **Needham, Louis and Brorby's** Chicago office. Elliot previously was with **Lennen & Newell** and **CBS Television**, both in Hollywood.

Two additions to **Kenyon & Eckhardt's** Los Angeles office: **James F. Thurman** moves from **Max Factor & Co.** to become an account executive at the agency. **Janet M. Carlson**, formerly with **Malcolm Steinlauf, Inc.**, Los Angeles, moves in as a copywriter. . . . **Miss Terry M. Falgiatorre** joins the radio-television department of **Wermen and Schorr, Inc.**, Philadelphia, as a timebuyer. . . . **Thomas**

A. Casey named v.p. and director of the marketing department at **Needham, Louis and Brorby, Inc.** . . . **Richard J. Maylander** transfers from **Benton & Bowles** to join **BBDO** as an account executive in charge of new products for the **Pepsi-Cola Co.** . . . **George Oswald** elected to the executive committee of **Geyer, Morey, Madden & Ballard, Inc.** Oswald, a senior v.p., is responsible for coordinating the agency's five regional offices. . . . **Victor L. Olesen**, previously with **Campbell-Ewald**, moves over to the Detroit office of **Kenyon & Eckhardt** as a copywriter. . . . **Lawrence S. Reynolds**, **Frank P. McDonald**, and **Peter T. McLean** appointed broadcast buyers in the media department at **Doherty, Clifford, Steers & Shenfield, Inc.** . . . **Harry B. Cohen, Sr.**, chairman of the board of **Cohen & Aleshire** moved over to **Donahue & Coe, Inc.**, along with the majority of the **C & A** accounts and 19 of its personnel, including **Ed Aleshire**, **Frank Brady** and **Harry B. Cohen, Jr.** . . . **Ralph Homrig**, formerly manager of marketing services at **Thomas J. Hubert Advertising, Cudahy, Wis.**, opened his own agency, **Ralph Homrig Advertising**, in **Milwaukee**.

Representatives

Irwin W. Unger, previously associated with the Chicago office of **Headley-Reed**, takes over as director of **Select Station Representatives'** new Chicago office. . . . New executive changes at **Avery-Knodel**: **Thomas J. White** elected to the post of director of the corporation. White also was elected to the newly created position of senior v.p., along with **Roger O'Sullivan**, former v.p. for radio at the Chicago office. . . . **Wilbur M. Fromm** appointed director of new business and promotion at **NBC Spot Sales** and **Alfred Ordovery** named manager of research. . . . **John P. Duffy**, formerly with **George P. Hollingberry Co.**, and **Joseph V. Devlin**, previously with **Dancer-Fitzgerald-Sample, Inc.**, join the New York radio sales staff of **Edward Petry & Co., Inc.** . . . **Robert P. Cronin**, manager of **Broadcast Time Sales'** Chicago office, elected a v.p. . . . **Thomas J. Brown**, former tv sales account executive for **Headley-Reed**, moves over to the radio sales staff of **Avery-Knodel** in **New York**.

Stations

Two changes at **WTRY Albany**: **John Mounteer** named to the position of program manager and **Al Herskovitz** named to the newly-created post of production supervisor. . . . **Sherman C. Hildreth** appointed director of operations for **WRC** and **WRC-FM Washington**. . . . Two changes in the program department at **WNAC Boston**: **Joseph P. Dube**, radio supervisor, promoted to the post of daytime program manager and **Alvin H. Marill**, joins the station as evening program director. . . . **Al Radka** named production coordinator of **KFRE Fresno**. . . . **Victor Williams** promoted to director of sales and marketing and **Ruth N. Just** named director of promotion at **WIL St. Louis**. . . . **Larry Fischer** appointed program director of **KIOA Des Moines**. . . . **Ben Slack** moves to **KTUC Tucson** as a partner and sales manager. . . . **Bill Adams** promoted to program director at **KOMA Oklahoma City**. . . . **Charles A. La Mason**, assistant director of promotion for **WBAL Baltimore**, moves up to the position of director of advertising and promotion for the station.

John J. Lee joins **WPLM Plymouth, Mass.** as general sales manager. . . . **Gene Nelson** moves over from **WKBW Buffalo, N.Y.** to assume the post of program director at **WSAI Cincinnati**. . . . **Arthur E. Jost** named v.p. and general manager of **WKNY Kingston, N.Y.** Jost previously was with the **Radio Advertising Bureau**. . . . **E. J. Hahn** appointed commercial manager of **WABJ Adrian, Mich.** . . . Two announcements at **WHYE Roanoke**: **James E. Gearhart** named program director and **Richard S. Brooks** appointed local sales supervisor. . . . **Tom Paris** named general manager of **VIP Radio, Inc.** He will coordinate sales between **WVIP Mt. Kisco, N.Y.** and **WVOX New Rochelle**. **Spencer Denison** succeeds **Paris** as station manager of **WVIP**. . . .

Networks

Simon B. Siegel elected executive v.p. of **American Broadcasting-Paramount Theatres, Inc.** Siegel will continue as executive vice president of the **American Broadcasting Co.**, a division of **AB-PT**. . . . **Orison S. Marden** joins the public affairs department of **CBS News**. ■

the simple
facts about
business
magazine
advertising
& readership
are these

1

In the 20 years since 1940, advertising dollars invested in trade publications have increased from \$64,000,000 to almost \$600,000,000 annually—a rate of growth second only to television.

2

Readership of business publications, according to McGraw-Hill study, is up sharply since 1950. The reason: Greater demands on the knowledge and ability of business executives who must keep up with the pace and competition of American business.

3

Today a great need exists for alert, courageous, professional business publications in every field—publications that really reach their fields.

4

The top book in the average trade field, according to a widely-quoted McGraw-Hill study, delivers 66% of the executives allied to that trade category. The top three publications deliver 92%. It was noted that an increased-cost-per-qualified reader and a reduced-degree-of-influence accompanied each publication in descending order.

the simple
facts about
SPONSOR
advertising
readership
are these

4

SPONSOR tops its field by a wider margin than the average leader. A survey (not made by **SPONSOR**) based on the agency-advertiser mailing list of a big national rep showed **SPONSOR** ahead with 88.7% readership. A recent study of New York ad agency readership conducted by a general ad publication showed that **SPONSOR** leads the next broadcast book by 27%; and 70% ahead in the "magazine read most" category.

3

SPONSOR's page rate (\$625) is about 8% less than the magazine that rates second in most surveys.

2

The busy ad executive is kept fully posted and protected with one broadcast book specializing in the things he wants to know. Its new **SPONSOR-WEEK**, added to the eight yellow pages, interpretive articles in depth, and informative departments, provide agency/advertiser readers with a complete weekly package.

1

Thus, **SPONSOR** is the one publication fully keyed to your spot sales objectives. It's the shortest distance between buyer and seller.

SPONSOR
Shortest Distance
Between Buyer
And Seller

RADIO WITH A REASON SELLS

RICH, RICH
SOUTHERN
NEW ENGLAND

WTIC 50,000 WATTS
HARTFORD 15, CONNECTICUT
Represented Nationally by HENRY I. CHRISTAL CO.

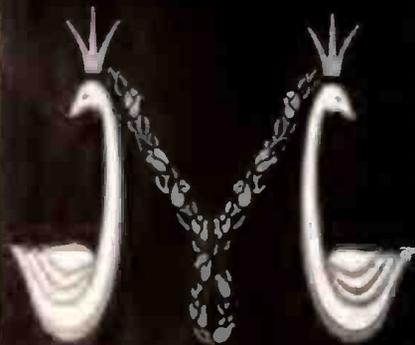


DINING

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 Kuti, 5 to 11 P.M.
FLaza 1-0845 • Closed Sundays



NAMES & FACES



Norman Kraeft, veteran farm news broadcaster and program director, has been named director of agricultural affairs for the Mutual Broadcasting System. Kraeft, a 20-year man in the broadcast field, moves to his new post after serving as a consultant to George McGovern, special assistant to President Kennedy and director of the Food for Peace program. In his new spot, Kraeft will double as a broadcaster and network executive. He will operate out of Mutual's Washington office to be near the source of most of the major national and international news concerning agriculture. The network set up the post in recognition of the "growing interest in agricultural affairs and in agri-business, in particular." In his new position, Kraeft has originated a new program, *Farm World*.



Philip D'Antoni, former manager of the eastern sales division of the Mutual Network, has been named as the company's general sales manager. D'Antoni, 32, is one of youngest men ever to hold this position for the network. According to Mutual, D'Antoni's promotion is in line with the policy established two years ago of elevating more younger men into the top executive positions. One of D'Antoni's main functions at Mutual has been the creation of special radio network campaigns for specific national advertisers, prior to placing them on Mutual's roster. In his three year tenure as chief of the eastern division, he created campaigns that brought Philco Corp., Walker Manufacturing Co. and Denver Chemical Co. to the Mutual system. In addition, D'Antoni was successful at convincing old-time users of radio to return to network advertising.



Edwin R. Rooney, Jr., who was instrumental in bringing many investment firms into radio advertising, has been appointed radio-tv director for L. W. Frohlich and Co., Inc. Rooney was one of the first to sell investment firms on radio and pioneered in the introduction of mutual fund advertising in radio. Several years ago, he instituted a number of business news programs which are still carried by stations throughout the country. Rooney began his advertising career with Doremus and Co. in 1950 and rose to the position of radio-tv director. He joined Ruthrauff and Ryan in 1954 as a producer-director-writer, and subsequently became a broadcast supervisor. Prior to moving to his present firm, Rooney worked for Norwan, Craig and Kummel.



Wilmot H. (Bill) Losee has been named president of AM Radio Sales Co. Inc. Losee succeeds Donald H. McGannon, who served as president of the firm since April 1954 and will now take over the post of chairman of the board. Losee, currently general manager of the radio representative firm, opened the New York office of AM Radio Sales in 1951. The company, originally formed to represent four independent stations, now encompasses 13 leading independent outlets in major markets.

McGannon credits the leadership of Losee as one of the primary factors in the growth of the company. Losee's experience includes a background in both the broadcasting and the representative fields. He previously worked at WINS, New York, the Branham Co., and the John Budd Co.



James K. Hackett, a former radio announcer, has been appointed vice president in charge of media at Arkwright Advertising Co., Inc. Hackett's experience encompasses both the broadcasting and advertising industries. He began in career as an announcer in the Philadelphia area. In 1953, Hackett joined the Cecil & Presbrey advertising agency as a media trainee and left as an assistant account executive. In September of that year, he moved over to the Frank B. Sawdon agency as radio-

tv coordinator on the Robert Hall account. When Arkwright was formed in January 1959, Hackett stepped in the ground floor. Robert Hall moved its account to the new agency and Hackett followed suit. Prior to his new post, he served as media director, and account exec on Comark Plastics.



Donald J. Quinn, director of national sales at RKO General Inc., has been tapped to head the firm's newly-created national sales organization. The new organization replaces the four national representative firms which had served RKO's stations. Quinn is a long time veteran in the station representative field. He was co-partner in the rep firm of McGavren-Quinn Co. and helped develop it from a regional operation into a national organization. After selling his stock to Daren McGavren,

Quinn became vice president and general manager for NTA Spot Sales. In March of this year, he joined RKO General. By consolidating the RKO operation, Quinn contends that "our new approach will lead to the development of new and existing applications of broadcast media."

HOW 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



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



1st

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

1st

Continuous leadership in HOOPER (7 AM-6 PM) from August-September, 1959, through June-July, 1961, in Share of Radio Audience.

1st

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



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



RADIO FOCUS/ideas

Continued from page 43

travel miles and innumerable telephone calls to all parts of the world.

Fm Developments

Stereo continues to be in the forefront of fm news with an increasing number of stations converting to multiplexing. On the east coast, WQXR-FM became the first station in the New York City area to air multiplex broadcasts. The station started its stereo broadcasting with a short test that ran from late last month to early this month. The station conducted the experiment in the wee hours of the morning from 1 to 2 a.m., Monday to Friday.

On September 7, the station initiated its first regular multiplex program, *Adventures in Sound*, sponsored by the Fisher Radio Corp. The station announced during the program that it was discontinuing its nine year old stereo broadcasts in favor of multiplexing.

On the west coast, KPEN-FM San Francisco became the first station in northern California to make the big switch. On its inaugural program last month, the station provided a demonstration of multiplexing, which featured various types of subject matter, including music, sound effects, and voice. The station is currently broadcasting about 50 hours each week in stereo.

Moving back across country to the southeast, WSPA-FM Spartanburg, S.C., says it was the first station in its area to convert. The station began stereophonic broadcasting testing in July and went on the air with complete stereo programming at the beginning of August. Station reports public acceptance of its new musical programming was much greater than anticipated and demands on dealers for stereo adapters and receivers far exceeds the present supply.

WJBR Wilmington, Del., converted to fm stereo on September 1, according to John B. Reynolds Jr. who says his is the first station in the greater Philadelphia area to "provide this new service." WJBR was the first station in the Delaware valley to experiment with stereo in 1958 for FCC studies which preceded the commission's choice of systems. Present tests prelude regular programs. ■

AGENCIES USE RADIO

Continued from page 31

Ruegg, commenting on the slotting of each agency view 12 times, said station managers were "unanimously enthusiastic" about scheduling the minutes at a variety of times when they will reach the total accumulated audience. "And this, of course, includes prime times," Ruegg emphasized.

Some of the stations, he explained, are making the same offer to local agencies with a stronger local or regional than national identification. This means the advertising commercials will be on the air much of the coming year, inasmuch as each national agency participating has a guaranteed run of 84 announcement times and each local of 12.

Alfred N. Greenberg, manager of promotion services for the owned radio stations, is coordinating the project for Ruegg and thinks by the end of this month that about two-thirds of all the invited agency executives will have responded in the affirmative.

At presstime, the only agency "commercial" which had been produced in dramatic form with sound effects and more than one voice was that submitted by Compton Advertising, New York, the full script of which appears on the opening page of this story.

Typical of the other "returns" from agencies are these from N. W. Ayer, Philadelphia, and J. M. Mathes, New York.

Editorial spoken by Warner S. Shelly, president of N. W. Ayer & Son, Philadelphia.

Have you ever considered that the advertisements you read and the commercials you hear have a direct bearing on your own job? Of course you have if you perform a service or sell a product that has to be brought to the attention of the buying public. But in a complex society like ours nearly all of our jobs are dependent on the health of the general economy. Think of how that economic health would suffer if there were no advertising! Thousands of stores would cancel orders with their wholesalers, through lack of buyers.

This would carry back to manufacturers, and all the people who supply them. Workers would be laid

Continued on page 53

Continued from page 23

growing interest in discussion programs and its demand for actualities and in-depth coverage—public affairs interest will continue to grow. However, there is one thing more that deserves mention because I feel that public affairs programming will grow in a new area. You know, public service has had a bad connotation to some people. It used to mean something that was being pushed at people because it was good for them. The tendency on the part of the public was to resist public service programming for this reason.

In 1960, ABC tried something new. We presented a segmented program called *Flair*, which is more popular today than ever. Well, whether people realized this or not, *Flair* is a public service program. The program includes information from foreign correspondents, advice from psychologists and doctors, discussions by experts in practically every field imaginable. What is the difference between this show and others previously labeled "public service?"

We wrapped *Flair* in an entertainment format that consists of comedy and music as well as "public service." It is in this manner that I think public service programming will continue to expand. The public service programs of the future will be dressed in entertaining, as well as informative, attire. And people will stop thinking of public service as a "listen because it's good for you"-type program and start enjoying it.

THE VIEWS OF:

Arthur Hull Hayes
President,
CBS Radio Network

One of the central facts of life in broadcasting today—one which will greatly influence the pattern of radio to come—is the rising educational level and increasing news-awareness of the audience.

There are more high school and college graduates per thousand Americans now than ever before in history, and the proportion will continue to grow. As a result of this broadening educational base, and of the widespread public understanding that what happens around the world affects us here, the desire to know has never been stronger. Just

Continued on page 52

Continued from page 21

WBNR Beacon, N. Y., close to the controversial city of Newsburgh, joined Mutual Broadcasting System in producing a documentary for country-wide broadcast. The troubled West 84th St. slum area in New York City, which also gained nationwide attention recently, got a hand toward rehabilitation by WWRL Woodside (New York) and a number of civic organizations.

WVOX New Rochelle, N. Y., feeling its public school system was getting the wrong kind of national attention in a segregation issue, has begun a weekly *Citizens of Tomorrow* series where teachers, parents and children have a chance to participate. KOIL and KICN-FM Omaha have devoted five sportscasts daily all during the past summer to the Parks and Recreation departments, keeping parents and youngsters informed on playground activities.

How to tap the pulse of the local community? WOWO Ft. Wayne has a distinctive answer, outlined by Hilda Woehrmeyer, public relations manager.

"An excellent source of information on community needs and interests is the station staff itself. All station personnel are required to participate in community affairs on a personal as well as a corporate basis. This participation exposes the station, through its staff, to a broad section of community attitudes and activities and thus puts it in an even better position of judging community needs and interests. All station personnel are equipped to make personal appearances before groups such as civic clubs, women's organizations, and at least 20 such group appearances were made each month in 1960."

What does it all mean? In results? In acceptance? In community benefit?

In the case of the before-mentioned WAOK Atlanta political rally, it resulted in a controversy between Baptist ministers, the press and various other groups for the reason that the rally was scheduled on a Sunday. At this writing, the rally is slated for a Saturday, but the rumour proved that radio is not going unnoticed in its new role.

WIL St. Louis turned up 3,500

volunteers from its radio audience for the Danny Thomas fund-raising drive for leukemia-stricken children and St. Jude's Hospital.

More than 11,000 persons in Providence, R. I., received polio shots as a result of a one-day polio clinic on the air originated by WJAR Providence. A decrease in auto fatalities in Tennessee was instrumental in the Sloan award to WLAC Nashville for its daily accident reports and safety drive. A single newscast of an auto accident recently earned KNUZ Houston the top news award of the Texas Associated Press Broadcasters Association.

In Muskegon, Mich., WKBZ recently broadcast an air appeal to raise 40 pints of blood for a woman heart patient in need of an emergency operation (the broadcast was in the morning; the area's only newspaper—an afternoon edition—was unable to help), came up with pledged donations of 83 pints.

WKRC Cincinnati, as a public service feature, broadcast the hour-and-twenty-minute speech "Brainwashing" (an expose of Communist techniques) by U. S. Army Major William E. Mayer on three successive nights without commercial interruption, repeated it a fourth time ten nights later. To fill the tremendous public response, Taft Broadcasting mailed more than 25,000 printed copies of the address to requestees, supplied tapes of the program to many other radio stations. A Cincinnati columnist called it, "a public service block-buster."

Said Stanley S. Hubbard, v.p. of KSTP St. Paul, in his answer to the U. S. RADIO survey, "To us, attitude is the key to a well-balanced radio station that is not only legally, but morally, obligated to provide a voice of the community."

Typical gains in public service programming are reported by Don Stellges, program manager of KEX Portland, who says news, agriculture and panel shows have increased in the past year.

Community spirit is an infectious thing. Advertisers are growing more aware of it and of radio's new stature. Recently read into the *Congress*

Continued on page 53

one of many evidences of this: for some time now, news programs have been attracting the largest nationwide audiences in radio.

For the future, we at CBS Radio see, first, a trend toward longer hourly news. CBS Radio was the first network to present 10-minute news on the hour, beginning in late 1960. Various individual stations, too, presenting 10- and 15-minute news, have experienced a distinctly favorable audience response. In our opinion, the old formula of quick headlines is on its way out; increasingly, news formats will reflect the inherent complexity of national and world events by increasing in length.

A second (and corollary) trend is toward more programs supplementing the news: informational broadcasts, editorials, news analysis. In November 1960, the CBS Radio network introduced the *Dimension* series of five-minute programs, encompassing a wide range of information subjects. These programs now comprise 47 different broadcasts throughout the week.

In broadcast editorials, it is of interest to note that the seven CBS owned radio stations presented 139 editorials on matters of community concern in the first half of 1961, as compared with 84 editorials in the comparable 1960 period. And our stations are by no means alone in this endeavor.

Finally, we see a trend toward increased presentation of "actuality" broadcasts. For example, there was the exclusive CBS Radio network pickup of the entire Khrushchev press conference "live," in Paris last year, and more recently, our coverage—as it happened—of the attempted hijacking of a jet plane in El Paso.

To conclude, we see for the future an era of thoughtful and vigorous new exploration by broadcasters of the program areas in which radio makes its greatest contribution, helping to bring that well-informed electorate on which the success of the democratic idea fundamentally depends.

THE VIEWS OF:

Robert Hurleigh
President,
Mutual Broadcasting System

We regularly program 108 hours

and 20 minutes annually of public service programming in a week-night strip of five 25-minute features. In addition, we consider our *The World Today* and *Capital Assignment* programs as public interest, too. These also are 25 minutes long and are aired five nights weekly for 52 weeks. These three strips therefore give us a total of 325 hours a year.

Last year, in addition to these regulars, we had a 24-week, 50-minute special concert series for a yearly total of 20 hours; *The Great Debates* for four hours; 20 special 25-minute pre-convention and pre-selection broadcasts for still another eight hours and 20 minutes; 120 hours of convention broadcasting and 21½ hours of straight election coverage in November.

These give a total of an additional 173 hours and 50 minutes of public interest and/or public service programming on a scheduled basis.

However, a quick estimate of weekly specials—coincident with an election year, Congressional hearings, U. N. general assembly sessions, visits by Nikita Khrushchev and other events—during 1960 gives Mutual another seven hours weekly of irregularly scheduled special pick-ups from Washington as well as overseas points and United Nations headquarters in New York, which add another 350 hours to the log.

The Mutual total therefore for 1960 stands at 848 hours out of a total possible program schedule of 18 hours for 365 days of 6,552 hours. This, roughly, is slightly in excess of 13% of our over-all broadcast schedule for the year.

However, this does not include special inserts in our five-minute newscasts, overseas pick-ups, Presidential addresses ranging from 15 to 45 minutes or other programming varieties inserted in 36 daily five-minute news periods. If we average these out at 30 seconds each for 36 aired daily, we find ourselves with an additional daily total of 36 minutes per day or a total of 202 more hours per year.

All of these program factors combined add up to 1,050 hours yearly of 17% of the entire schedule.

In addition to this we present *Reporter's Roundup* on Sundays, a 25-minute news-making program also aired on a 52 week basis.

THE VIEWS OF:

William K. McDaniel
Executive Vice President,
NBC Radio Network

A growing awareness of the times and a desire to meet the changes brought about by the metamorphosis of network radio has been the prime consideration of network executives in bringing informational public affairs programming to the forefront.

NBC Radio, aware of its responsibilities to the public along with nearly 200 affiliated stations, has been changing its program structure to fit this rapid evolution. This can best be illustrated by pointing out that NBC Radio is currently devoting over 30 per cent of its program schedule to news, informational, cultural and educational programming. NBC Radio has placed an especially heavy emphasis on news in recent years.

Six years ago NBC Radio introduced its revolutionary weekend program—*Monitor*. Two years later—in January, 1957—NBC Radio shifted its week-day programming concept to news, beginning the industry's first series of network news programs, on the hour, 17 hours a day. The full facilities of NBC's news corps of 50 full-time correspondents here and abroad, plus nearly 400 part-time reporters around the globe, were marshalled for this unprecedented project which today is the anchor of our network radio operations.

A little more than a year and a half ago—in January of 1960—NBC Radio added a companion program to *News on the Hour*—a five-minute essay-type program utilizing all members of the news broadcast staff, and presented eight times daily Monday through Friday. This is *Emphasis*. *Emphasis* varies from off-beat observations on the life and times of an American newsmen overseas, to commentaries on the most urgent news events.

NBC Radio during 1960 devoted
Continued on page 53

28 per cent of its program schedule to public interest and public service programming. Of the nearly 3,500 hours programed, over 961 hours were in the public service—public interest category. And during the first half of 1961, of the nearly 1,500 hours fed affiliates, approximately 428 hours, or 30 per cent, of our total programming was of a public interest or public service nature. And these figures do not include such programs as *News on the Hour* or *Monitor*. Many of these programs could easily be classified within this area.

Through such programs, it is our feeling that network radio as a communications medium has now progressed to the point where it has given the American people an unparalleled opportunity to become intimately familiar with the character of almost all the leading personalities of our day; with the events that are shaping our futures; and with issues that engage us all. ■

PUBLIC INTEREST: 1961

Continued from page 51

sional Record by North Carolina's Rep. L. H. Fountain was a tribute to a Kingston, N. C., advertiser, Hoyt Minges, who owns the Pepsi-Cola Bottling Co. there. Minges sponsors a four-hour block of evening time every night on WFTC, programs only better music, and has given the station instructions to preempt any of his commercials for public service. By now the program has become not only a vehicle for good music but also a seminar for local events discussions, school functions and charitable drives.

"I understand the response has been tremendous," said Congressman Fountain. "Too often in our times we are inclined to overlook some of the less obvious ways of telling the public about one's product and services. I am certain that Mr. Minges has established not only himself, but Pepsi-Cola too, as true patrons of the arts, and our country can certainly use a few more patrons of the arts." ■

AGENCIES USE RADIO

Continued on page 50

off at a time when the cost of most things they buy was increasing, simply because there couldn't be the mass production that keeps prices low. It would be a lucky person indeed who would not be severely affected. So your job may depend on advertising after all. And so may the future growth of our nation.

Here are some of the agency executives who are cooperating, with excerpts from their reactions to the initial CBS suggestion for such an air campaign.

Donahue & Coe, New York: Walter Weir, chairman, executive committee "... wonderful idea to let the agencies do something to help clarify the public's conception of advertising ... I think your move an extremely intelligent one which should profit CBS Radio and advertising in general."

Leo Burnett Co., Chicago: Leo Burnett, board chairman. "It is obviously a constructive and a generous offer."

Compton Advertising, New York: Barton A. Cummings, president. "... thank you for the program which you have undertaken to present the true and basic values of advertising in building and maintaining the economy of this country."

One agency, Meldrum & Fewsmith, Cleveland, through its tv, radio and film v.p., Bruce Stauderman, suggested a radio variation of the city's "Cleveland Plan" in print, in which newspapers scheduled free insertions in which readers were asked to comment on advertising which they found objectionable and why.

Stauderman asked CBS to cooperate in letting him solicit similar comments from radio audiences to his announcement in all seven cities, and the network has agreed.

Stauderman's theory: "We can carry this commercial far beyond the usual platitudinous statements that so many people tend to make in defense of the subject" of advertising. He has arranged for each CBS station to forward mail to Cleveland, where the local Better Business Bureau will tabulate the mail and send individual complaints to "the proper parties." ■

THE MEANING OF TODAY'S NEWS...

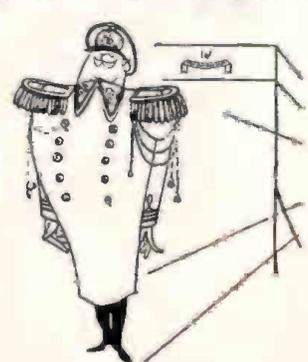
"GLOBECASTS"—by the newsmen of **BROADCAST EDITORIAL REPORTS, INC.** who are known 'round the world—now are heard throughout the entire world over metromedia's WRUL, International Short Wave key station of the **WORLD WIDE BROADCASTING SYSTEM.**

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

... PUBLIC SERVICE WITH PROFIT



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 hospital discharged Hanan and he returned to El Centro with a breathing apparatus and a wheelchair. He managed to participate in part-time work with a telephone and a typewriter.

But it was at that point—soon after his arrival back home—that he “was just about ready to toss in the towel.” But, Hanan recalled that “the unswerving faith of my wife Mozelle and Mr. Gibson made me decide that everyone is handicapped in one way or another. My being in a wheelchair was just one of many possible forms of handicap. I still had my hands and my brain, so I decided to put them to work.”

Today, Hanan at 32 is once again on the threshold of a promising career in broadcasting. Since 1959, when KXO was sold to new owners, Hanan has been working as general manager of the station.

“I spend a full day working, all morning at the station and afternoons from my home,” he explained. “My staff is loyal and happy and the station is making a profit.”

Now, Hanan is ready to buy the station again. Looking back on the last six years, Hanan claims that the attack of polio has not hampered him to a great extent. For evidence he points to the facts that “my stature in the community has increased, my income has increased, my investments have increased, and certainly, my happiness and gratitude for being able to compete in a tough business in a wonderful industry grows every day.”

But most of all, Hanan points with pride to his growing family. He is the father of three children—aged 5½, 3½, and 1½—with a fourth on the way.

Hanan believes in being completely honest with his children about his handicap. “When my children ask ‘Why can’t daddy walk?’, we don’t hem and haw around. We explain exactly why.

“Consequently, when my children hear this word from others about me, it means no more to them than if the person had mentioned I had a sore throat. They clamor to get the choice seat for a free ride on my lap, and my wife tells me they worship me. This alone is enough.” ■

the station for acceptance, then to the agency as confirmation. The agency then gives final acceptance and authorization before transmitting the signed form to BCH. Then BCH takes over.

2. A *prima facie* bill is sent to the agency on the 20th day of each broadcast month showing a complete estimate of each client’s campaign with all stations itemized and sub-totaled.

3. A *station bill* is sent to each station participating in the campaign at the same time the *prima facie* bill is sent to the agency. The station notarizes the form, notes any changes in the schedule run if different from the order and returns it to BCH. When the form is received at BCH, a check is sent to the station for the broadcast month.

4. An *adjusted bill*, based on the adjustments between time ordered and time delivered as notarized by the station, is sent to the agency on the 10th of the month following broadcast. This is the final bill. The agency issues one check to BCH for each client campaign.

5. The *representative’s statement*, an adjusted and final billing synopsis of all national spot for each station for the preceding broadcast month, is sent to the rep on the 10th. Accompanying the statement is a check for the representative’s commission.

BCH believes that this plan will speed up the flow of payments and collections and provide better safeguards of performance. To insure performance the firm will maintain a continuing field audit of its member stations by bonded auditors. They will examine the broadcast logs that the station submits to the FCC and check them against bills received by BCH. Whenever warranted, BCH says it will immediately make adjustments to agencies.

The BCH plan has met with unlimited enthusiasm among most reps, who for years have wrestled with the problem of untangling spot billing in order to loosen up more dollars for radio from ad agencies. This is what they report in conversations with U. S. RADIO editors.

Agency people, too, have expressed great interest in the proposals,

although some are holding their final opinion in reserve until such details as make-good provisions and rate variations are more thoroughly outlined to them.

Both agencies and reps, though very much in favor of the concept of centralized spot billing, are holding up final approval of any specific plans until “we know more about how much it will cost us.”

Costing for any such automated process is complex. BCH, which in its initial presentation discussed theory and processing details—not cost—is expected to announce its rates before the end of the year.

“At the present time,” predicts Mehlig, “we are thinking in terms of sharing the fee between the agency, representative and station on a 25-25-50 percent breakdown, respectively. How the total actual fee will be determined is still under discussion.”

At least one representative firm has indicated that when the fee system is announced it will probably subscribe. James O’Grady, executive vice president, Adam Young Inc., has stated that “We have seen the BCH presentation and were quite impressed with it. It is our intention to subscribe if the cost is in line.”

O’Grady pointed out that he didn’t believe it would decrease the rep firm’s accounting costs to turn everything over to BCH on a fee basis. “However,” he said, “cutting our own costs is not our prime interest. The greatest benefit is increased efficiency and economy for an advertising agency, which will then feel that national spot radio is a more worthwhile buy. When this happens, both the representative and the station stand to gain in the long run.”

At Edward Petry & Co., reaction has been favorable but, according to Ben Holmes, vice president for eastern radio sales, “the method is still to be studied. We approve of the whole idea, and we are satisfied from our initial query about the financial arrangements BCH has made with the Bank of America.”

Holmes raises the question of “security”—whether records could

Continued on page 57

competition in a nation where newspaper monopoly exists in all but a small number of cities, where there are twice as many radio stations as daily newspapers.

Changes in the nature of the news reported reflect changes in all news media today, a stepped-up coverage of space age news and international news. Both give radio great opportunities.

Voice reports from overseas are many hours ahead of the first photographic matter reaching tv or newspapers. Many space stories are perfect for radio and unwieldy for television. Witness the astronaut flights which radio would follow with reports from various spots at Cape Canaveral, the aircraft carrier at sea and the Grand Bahama island. Television had its best moment showing the blast-off but after that was hard-pressed to illustrate what was basically radio's story.

There are many radio stations today interested in serious news efforts but so frequently a change in ownership or top management results in the dumping of existing news setups or in drastic change, that a scientific examination of how many stations are doing what is hard to come by. The best index of the growth of serious news operations is found in the expansion of the Radio Television News Directors Assn. from just a few dozen members to about 700 today.

An NAB survey comparing the years 1953 and 1960 showed little change in the amount of time devoted to locally prepared newscasts but twice as much or more of network news on radio.

Some 84% of station managers said they found news more impor-

tant in 1960 than it was five years earlier, but in 43% of small stations, 34% of medium-size stations and one out of five large stations, there was no single person responsible for news alone. The responsibility went to announcers or others on the staff.

U.S. RADIO asks what advice one might give management concerning news.

Here in Kentucky, as elsewhere, the folklore is full of witticisms about free advice being worth just that. Obviously a person interested in the growing importance of electronic journalism would urge management to develop a meaningful, local news operation, be it centered around a single, good man in a small town or many good newsmen in a large city.

No other contribution could be more meaningful in the public interest, convenience and necessity that a licensee pledges to uphold.

A good news operation, no matter how modest in size or budgets, means more to a good radio station than simple fulfillment of public obligations. It enhances the image of the station, gives it a stature that spreads to other aspects of the broadcaster's schedule and makes it truly a party of the local community.

For those who want to broaden their impact, there is great potential in the fields of editorializing and documentaries once the foundation of a good news operation is set.

Radio news has an important function in our time. No matter how much the detractors from without and the distractors within broadcasting do damage to its reputation, radio news remains an exciting and illuminating form of communication. Its limitations are fewer and its possibilities greater than almost any other news media today.

Democracy needs station managers willing to invest in creative news coverage. A better informed citizenry is a certain result. Failure to make the investment can only result in radio forfeiting its greatest potential. ■

ter for a radio boom beginning in the fall quarter. How much the medium will benefit depends much on radio itself . . . the ways in which radio salesmen and the industry at large move to pick up increased business.

Patterns of radio buying in the current season indicate that the more convincing votes for radio and the more creative agency use of the medium comes largely from buying centers other than New York. Agencies in Chicago, Detroit, St. Louis, San Francisco, Los Angeles and Dallas have come up with important radio campaigns, while New York agencies have contributed their regular schedules for radio standbys with little deviation.

Larry Webb, president of Station Representatives Association, New York, believes that "Chicago buyers, especially, are much more sophisticated about the use of the medium. This shows up in any study of where radio is purchased. Chicago has shown a larger increase in billings than New York." He believes that buyers there are more able to judge radio's results because of strong regional success with farm radio. Furthermore, buyers distant from New York are less susceptible to the drama and trauma of television than New York buyers who live at the functional center of the tv industry.

SRA is taking steps to build up promotion in other cities. In Detroit a chapter of SRA was opened recently and is currently working on radio-selling ideas for that market.

Detroit news is good

Detroit's SRA president is Charles D. Fritz, manager of the John Blair & Co. organization there. He reported two weeks ago that conditions in Detroit were pretty much "touch and go" pending settlement of a new United Auto Workers contract. Previous to settlement, according to Fritz, "some advertisers intended to keep their radio intact regardless of a strike, because they feel their cars still have to be announced. One automotive was all set to release schedules pending bargaining results. Still others planned to inject a strike clause in radio contracts."

Fritz commented, too, that Chev-

WINF
SERVING THE GREATER
HARTFORD AREA
WITH 1000 WATTS
CBS
CALL
WALKER RAWALT CO.

AUTOS, FOODS LEAD FALL RADIO BOOM

Continued from preceding page

rolet and Dodge (of those buying in Detroit) have unquestionably been best tuned to the vital role spot radio can play and are the two biggest investors. Representative are hopeful that Chevrolet sales go well enough to reinstate the extensive spot schedules cancelled at the end of March. Such a move by Chevrolet, combined with BBDO Detroit's traditional use of radio's flexibility for Dodge, "may produce action if the market moves fast," says Fritz.

An indication of Buick's intentions for 1962 models and how they coincide with radio's reach can be noted in a statement by Gerald Millar, Buick ad manager. "We are going after the young age group," he says, "where the performance of our '62s will have great appeal."

Although Millar does not draw an analogy, representatives do. They think Buick will "turn to radio to best reach young householders on the move."

The significant trend developing in Detroit, according to close observers, is the tendency to use radio 'round the year instead of just at announcement time. The trend seems to have been sparked by the increased awareness of the marketing opportunities offered by out-of-home listening, especially by parts and accessories producers (Guardian Maintenance, Delco, AC Spark Plug, Dowgard, Harrison Radiator).

Says one rep of Detroit agencies: "As Detroit ad men invest more each year they acquire more knowledge of the medium's best use. Detroit has several strong exponents of radio who will introduce several totally new concepts to automotive radio in the early '60s."

A trend toward radio use for consumer accounts originating from nominally auto agencies is reported by Glenn Gilbert, manager of AM Radio Sales Co.'s Detroit office. "We have found great interest on the part of automotive agencies in behalf of consumer accounts such as packaged food products. Appreciation of spot radio is generally on the upturn, included more and more as a primary medium. Agencies and advertisers now recognize separate audiences delivered by stations."

Agencies are also showing more

interest in news-in-depth programming and sports coverage, he observes. "All indications point to a very healthy year for spot radio in the midwest, with the special footnote that there is a trend among the major automotives away from the highly seasonal once-a-year introductory campaign."

In New York, at least two campaigns for 1962 are in the works at Better Broadcast Bureau Inc. Clifford Barborka, president, indicates that "cereal manufacturers are taking a close look at spot radio for 1962 based on entirely new market research. A major pharmaceutical house is planning, through special radio programming, a campaign based upon a new spot announcement concept." He explains that the new concept applies not so much to the number of announcements, but more to a "program" announcement concept.

At Radio Advertising Bureau, New York, Kevin B. Sweeney, president, expects that both "spot and network radio business will run ahead of 1960 during the fall of 1961 and will be even stronger in

the winter and spring of 1962."

Sweeney believes that there is "substantially more interest among large advertisers in radio for campaigns running above \$1 million than there has been in the past five years. This is new and significant."

Sweeney asserts that advertisers are especially responsive to arguments for radio, especially in these areas:

1) the "on target" principle of selecting the right audience for individual products from radio mass audience (RAB estimate: 97% of all families);

2) the comparisons of radio and television for spring, summer and fall that show how close in total coverage of adults these two broadcast media are.

Spot radio pick-up, too, is noted from SRA-released figures for estimated billings for the first six months of 1961.

In the second quarter spot radio advanced gross national billings by nearly \$10 million above the figures for the first quarter.

Fall business, as always, is on the move for radio. But according to U. S. RADIO sources, the fall of 1961 bears an important turn in the road for many days to come. ■

D. P. Brother & Co., Detroit, is responsible for much automotive money in radio this fall for Oldsmobile, AC Spark Plug, Guardian Maintenance, Harrison Radiator. John J. Walsh is chief timebuyer.



SO YOU WANT TO SURVIVE THE SPOT PAPER JUNGLE!

Continued from page 54

be held in confidence indefinitely. He remarked, however, that he had found "security is not a problem. Call letters are to be coded and the records are, of course, in the hands of the Bank of America, which would hold them as confidential."

Representatives have actively pursued standardized billing for many years. The Station Representatives Assoc. in 1954 developed an idea for central clearing but could not put the plan into action because there was no data processing equipment large enough to tackle the job nationally.

SRA, according to its managing director, Larry Webb, has officially endorsed the concept of a central clearing house since seeing the BCH presentation, but as an industry organization it is unable to support any single, private group.

Two rep firms have for many years used their own centralized billing systems, which each adapted from the systems used by newspaper representatives.

Sam Jones, assistant treasurer, The Katz Agency Inc., explains that his firm collects and bills for the stations it represents. Although most reps allow station sales to be billed direct, he explains that Katz has found its method extremely efficient and accurate. Katz does all billing by hand because it finds it simpler.

Another rep firm, Advertising Time Sales Inc., newly formed broadcast division of The Branham Co., operates a completely centralized billing service for its stations.

"Our system is only partly automated," says Thomas Campbell, president, "because electronic computers adaptable to our volume have not been devised to lick the billing problems. All our stations send bills and affidavits to our Chicago office. We forward them to agencies and then pay the station. The BCH plan is a good move, but there will probably be some difficulty with rate patterns."

Although station broadcasters have as yet received no formal presentation from BCH (they will before the year ends), many are familiar with the plan and are reacting favorably. A large market station recently told its representative that

it was ready to "sign up immediately."

In a query of broadcasting group headquarters in New York, it was learned from several sources that there is considerable interest of a practical rather than merely theoretical character.

Donald H. McGannon, president, Westinghouse Broadcasting Co., had this to say:

"We have been and are willing to support the basic concept of a central clearing house for spot billing, but find that it has not yet attracted broad interest in the industry.

"It makes sense if the net effect of its operation will be to reduce the paper work and administration with which the agency and/or advertiser is confronted in spot buying. The clearing house idea and any other ideas that will facilitate the spot buying process for the advertiser must be aggressively pursued by the broadcaster if he intends to figure prominently in future buying patterns."

At Corinthian Broadcasting Corp., Charles G. Tower, administrative vice president, commented: "We are for anything that will make for more efficient broadcasting—if we are satisfied that these objectives are met." He pointed out that the reps already participating in central billing for their stations had found the system successful.

The fact that many advertising agencies feel that their smoothest billing relations occur with stations whose reps now operate a central service would indicate a general preference for such a system. However, these reps do not charge agencies a fee for this service.

It evolves that most agencies are openly in favor of a plan that will help cut down their paperwork overhead. But at the same time, they question whether the savings would justify the fee payable to a central clearing house.

Inherent, however, in this argument are two unknowns: (1) the BCH fee which will be announced later and (2) the actual cost involved in excessive paperwork to agencies.

Most agencies, U.S. RADIO learned in its survey, have no accurate appraisal of how much billing procedures should cost as against what

they do cost. Unless agencies take the planning and execution time to learn this, they'll have no way of knowing just how much subscription to a central clearing agency might save them. Mehlig and his associates are convinced the time-and-money saving would be "enormous."

Approximately 70 members of the Agency Financial Management Group heard a presentation by BCH during one of their regular luncheon meetings in June. According to Barrett R. Tanner, AAFMG secretary, reaction to the proposals presented was "mixed."

Shelby Page, vice president and treasurer, Ogilvy, Benson & Mather Inc., and president of AAFMG, says he is in favor of such a plan if it would produce "better, cleaner bills. One bill is fine. But the major benefit of such a plan is to the representatives and stations. It wouldn't decrease the work load of the agency that much. And for that reason we wouldn't want to pay much money."

He says that standardized, centralized billing, to the best of his knowledge, does not solve the agency problem. Page describes this problem by pointing out that "the system will be standardized, yes, but

Continued on page 58

106.7
fm

WDTM

1st

in

Public Service

DETROIT

"first with Stereo
in Michigan"

Continued from page 39

circulation magazines and passed out window streamers, bumper strips, direct mail letters, promotional discs, and book matches to all its agents. Television also was used in 17 areas that contained a high ratio of agents.

Nationwide, with 6,000 agents in the 29 states, is one of country's largest multi-line insurance companies. Car insurance is only one of the many types of coverage that the company offers.

By 1963, according to Kelley, the company's rate of expansion—which has been rising steadily in the last 10 years—should make it literally a nationwide organization.

Nationwide is not a complete stranger to radio. Two years ago, it sponsored an Edward R. Murrow documentary program, *Hidden Revolution*, which captured a Peabody award, and during its drives into new states about 20 per cent of the advertising money finds its way into radio.

It has never, however, run a radio campaign that covered as much ground—or air—as the one this summer. What about the future? Will radio continue to play a role in Nationwide advertising?

Hal Graves says the answer is a definite "yes." "Next year radio may well be one of Nationwide's prime carriers."

Although the success of the campaign is subject to the final sales figures, Graves said that "the initial reaction has been surprisingly good."

"The company received an immediate response from both the public and its own field forces. It all points to radio as an effective and efficient selling medium."

Although the advertising plans for the near future are still in the planning stage, Graves believes that this type of campaign could be a "forerunner of what will be used in the future."

Nationwide still will continue to employ various forms of media, but Graves thinks it will move more and more toward the direction of radio.

"Radio has provided us with a dramatic change of pace and it should receive an increasingly larger share of the ad budget in the future," he said. ■

Continued from page 57

we will still have to check out every spot. OBM would never allow automatic make-goods by a station because sometimes we may want make-goods, other times we may not. On the other hand, we are not interested in an automatic rebate for a missed spot because we may not earn the first bought rate."

McCann-Erickson's assistant controller, Earle Bengsten, approves of the plan as a "step in the right direction." He notes that "at the present time each media section here is dealing with many reps in lining up confirmations of schedules. Everyone has a different style form. By working with standard forms the confirmation serves as billing to the agency and saves considerable time."

One problem that such a system would raise, he says, is: "If you do not have all stations conforming to the practice, you are ridding yourself of only a portion of the problem." Bengsten would also like to know what such a system would cost the agency.

William G. Carmody, secretary and assistant treasurer, Geyer, Morey, Madden & Ballard Inc., an agency that has pioneered with the "sight draft" system of paying stations, calls the BCH proposals "very good. They seem to be very complete. The advantages to our agency would be 1) standardization of forms, 2) speeding up of payments and 3) getting detailed paper work out of the shop."

Disadvantages to the agency, he says, would be that the system would be costly if there were frequent schedule changes, as well as the problem of arranging make-goods.

Foote, Cone & Belding Inc.'s Ed Barz, coordinator of media services, says that the idea sounds like a good, practical one "if it really works." He thinks it might save everyone money and is anxious to know what stations and reps think of the plan.

Jack Boyd, manager of data processing for Benton & Bowles Inc., thinks the plan is an "ideal, logical approach" to a problem common to the industry.

Another agency that is not sure central billing would do much to solve agency paperwork is Ted Bates & Co. "We benefit from anything,

naturally, that improves things on the other side of the fence, but we will still have to follow up rebates and adjustments as we did before. Confirmation may even be slower with an additional agent in the transaction, unless it can be speeded up in some way."

The question most prominent in agency accounting circles regards the efficiency of the plan concerning make-goods. Under the BCH plan, the confirmation order which initiates the transaction and authorizes the clearing house to proceed with billing offers the agency the choice of either giving the station power to run make-goods automatically or leave the make-good arrangements to the discretion of the agency. Some agencies feel that if they do not authorize make-goods by the station, but re-negotiate for them with the station and the rep, any speed gained in billing will be lost.

BCH's Mehlig says that his organization will leave the make-good ironing-out to the agencies and reps. Thus, he admits, the make-good negotiations will continue as they are presently handled. But he is certain that both stations and agencies, aware that the bill is in a stage of swift processing, will psychologically want to hasten the make-good agreement.

The economic savings evident in the central clearing agency concept are clear: lower costs thus increased profits through saving in paper, time, people and space.

The psychological savings are clear, too, if the system will alleviate arguments, misunderstandings and lengthy negotiations between agency and station.

Ultimately and most important, if the central clearing house concept becomes a working, practical reality, national spot radio's gross billings will take a giant step forward. Such a step could only produce more profit for all concerned—agency, advertiser, station, representative. ■

Free to WRITERS

seeking a book publisher

Two fact-filled, illustrated brochures tell how to publish your book, get 40% royalties, national advertising, publicity and promotion. Free editorial appraisal. Write Dept. R-9
Exposition Press, 386 Park Ave. S., N.Y. 16. N.Y.



U.S. FM MOVES AHEAD

U.S. FM notes two milestones with its publication this month. First, this issue marks one year since the publication was born in September 1960. Second, with this issue U.S. FM becomes part of its sister publication, U.S. RADIO. It will appear each month as a separate editorial section devoted completely to reports on developments in fm broadcasting. This revised format facilitates the needs of busy readers who now can learn of industry developments important to both am and fm broadcasting in one magazine.

During U.S. FM's first year, the fm industry has shown encouraging development. National advertising agencies, in particular, have demonstrated a more intense interest in the medium. Many have taken a lead in the exploration of fm audience research. Fm stations have increased in numbers from 746, as reported a year ago, to 896, as noted in *Radio's Reach*, page 10 (FCC figures for month ended July 31). The vigorous response of these stations to U.S. FM's editorial objectives is apparent in the increased number listed in the *Fm Station Key*, page 60. One year ago there were 252 stations listed; today there are 515 stations, compiled from fm station reports. The list has more than doubled and continues to grow at a fast rate.

As before, U.S. FM presents feature articles outlining in depth events of major significance to fm advertisers, agencies and broadcasters. Shorter news items of interest to fm readers are now integrated in such U.S. RADIO departments as *Soundings*, *Radio Focus/Ideas*, *Radio Focus/People*, *Radio's Reach* and *Letters to the Editor*.

U.S. FM believes firmly in a prosperous future for fm as a strong and separate force in the radio medium. U.S. RADIO and U.S. FM are confident that both am and fm broadcasting will continue to grow, each complementing the other in the services they provide advertisers. Both publications, under a single cover, will similarly complement one another in presenting news of these services for the radio broadcasting and advertising industries. ■

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. The total *FM station key* includes returns from 515 fm stations. See box below for abbreviations. Please note box at bottom of page.

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

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

Birmingham

WAPI-FM (Am: WAPI)
National Rep.: Henry I. 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
Counties: 28; ERP: 29,600 w
Prog.: Cl, con, op, jz
WFMI
Counties: 14; ERP: 10,000 w
Prog.: Con, op, s-cl, st, show

Sylacauga

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

ALASKA

Anchorage

KTVA-FM (Tv: 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

Siloam Springs

KUOA-FM (Am: KUOA)
National Rep.: Devney-O'Connell
Counties: 13; ERP: 2,600 w
Prog. (Dup./Sep.): Con, s-cl, cl, op, nws

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, nws

Fresno

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

Garden Grove

KGGK
Counties: 3; ERP: 1,000 w
Market Pen.: 48.9% (Pulse)

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: 170,600 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: 100,800 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

Continued on page 64

This is the first-half of U.S. FM's FM Key listing

With the merger of the two monthly publications of Air Media, Inc.—U.S. RADIO and U.S. FM—program and station information for 515 fm outlets is halved. Listings through Indiana appear in this issue with states after Indiana scheduled for October.

HOW A NEW FM STATION BAGGED 37 ACCOUNTS

Julian Smith, president of WFMM Baltimore, Md., explains how his fm facility sold 37 accounts in just a year and a half, profiles how clients use the medium to sell

By Julian S. Smith
President, WFMM Baltimore, Md.

How do you forge a commercial medium with a non-commercial audience?

How do you sell agencies on fm?

These two questions posed the basic problem of WFMM's entry into the Baltimore market a year and a half ago.

The originating management group shared the basic conviction

Biggest fm job: make fm commercial with non-commercial audience



JULIAN SINCLAIR SMITH, president and general manager of WFMM, is a native of Baltimore; educated at Boys' Latin School of that city and Johns Hopkins University.

Smith's career in radio and electronics may be said to date from 1939 when he enrolled in a radio correspondence course through DeForest Training of Chicago.

Following employment by the Western Electric Co., Smith joined the engineering staff of Baltimore Radio Station WFBR. This position, interrupted only by a short stint at the Bendix Radio Corp., was held until 1944. In that year Smith enlisted in the United States Navy, completing advanced electronic courses to become a qualified sonar instructor.

Following his discharge from the Navy in 1946, Smith returned to WFBR as assistant chief engineer. In 1953 he returned to the Johns Hopkins University to pursue graduate studies and research in electrical engineering while employed on the university research staff.

He returned to industry in 1955, joining the engineering staff of the Glenn L. Martin Co. where he headed the advanced concepts department specializing in space electronics.

On May 1, 1961 he became associated with the Fairchild Engine & Airplane Corp. of Hagerstown as technical director of a classified missile program.

that fm was a superior medium and that a significant proportion of the people in the Baltimore area would recognize it as such and would respond accordingly. We shared the listening public's abhorrence of am's trend to jingle, jangle, juke-box

noise. With their intelligence insulted and senses numbed by a continual stream of tasteless commercials punctuated with nasal insinuations of rock and roll, more and more people welcomed fm.

The continual commercial bom-

bardment, and the cacophony of off-bird teen age amours did more to create fm listeners than any other single factor. At the same time this situation created the problem of furnishing a non-commercial or anti-commercial fm listener. How, then,

Profile of WFMM's business shows long contracts, 21% national billing,

TYPE OF SERVICE	SPOTS LIVE OR TAPE	PROGRAMS OR SPOTS	LENGTH	TIME OF DAY	PREFERRED DAYS OF WEEK
BANKING	Live	Spots	1:00	R.O.S.**	No pref., heavy on weekend
BANKING	Live	Spots	1:00	4- 8 p.m.	None
AUTO SALES	Tape	Spots	1:00	6- 8 p.m.	None
TIRES	Live	Spots	1:00	R.O.S.	7/4-weekend
MOVING & STORAGE	Live	Pgms.	:15 seg.	6:30-45 p.m.	Tues & Thurs
REAL ESTATE	Live	Spots	1:00	R.O.S.	Weekends
INVESTMENT	Live	Spots	1:00	6- 8 p.m.	None
FM CONVERTERS	Live	Spots Pgms.	1:00 Hr. seg.	6- 7 p.m. 10-11 p.m.	Spots—none Segs 10-11 p.m.
LANGUAGE	Tape	Spots	1:00	8- 9 p.m.	Mon/Thur/Sat
POLITICAL	Tape	Spots	1:00	R.O.S.	None
INTERIOR DECORATOR*	Live	Spots	1:00	R.O.S.	None
CANDY	Live	Spots	1:00	R.O.S.	Sun thru Fri
FOOTBALL (Note: only fm sta. used)	Tape	Spots	:10	R.O.S.	Tue/Wed/Thur
LONDON FLIGHTS	Live	Spots	1:00	6-11 p.m.	None
REAL ESTATE (Note: book review)	Tape	Spots	1:00	Tue./Sat.	Tue-Sat
ART OBJECTS*	Live	Spots	1:00	6-10 p.m.	None
OIL HEAT (first fm buy)	Tape	Spots	1:00	R.O.S.	None
ORIENTAL RUGS	Live	Spots	1:00	R.O.S.	Sat/Sun/Mon
FURNITURE	Live	Spots	:10	6-11 p.m.	Mon/Thur/Fri
HI-FI EQUIPMENT	Tape	Spots	1:00	6-10 p.m.	Tue- Sun
HI-FI EQUIPMENT	Live	Spots	:30	R.O.S.	None
HI-FI EQUIPMENT	Live	Spots	1:00	R.O.S.	None
HI-FI EQUIPMENT	Live	Spots	1:00	8-10 p.m.	Mon/Tue/Thur Sat/Sun
RUG CLEANING	Live	Spots	1:00	6-10 p.m.	All exc. Sun
RUG CLEANING	Tape	Spots	1:00	6- 8 p.m.	None
RUG CLEANING	Tape	Spots	1:00	6- 8 p.m.	None
BROADWAY SHOWS		Spots		R.O.S.	None
LAUNDRY	Live	Pgms.	15:00	6 & 7 p.m.	Mon/Wed
RESTAURANT	Live	Spots	1:00	6- 8 p.m.	All exc Tue
RESTAURANT	Live	Spots	:30	6-10 p.m.	None
RESTAURANT	Live	Spots	:10	R.O.S.	None
RESTAURANT	Live	Spots	1:00	6- 8 p.m.	None
HOTELS	Live	Spots	1:00	8-10 p.m.	Mon/Thu/Fri
EXHIBITION	Live	Spots	:10	R.O.S.	None
ROOFING		Spots	1:00	6- 8 p.m.	None
MEMBERSHIP		Spots	1:00	5-10 p.m.	None
ORGAN	Live	Spots	1:00	4- 5 p.m.	Sat
ORGAN	Tape	Spots	:30	R.O.S.	None

*Placed in radio, **Run of schedule

do you attract sponsors necessary for your survival with an audience created in protest against your potential sponsor's commercial activity?

Obviously some sort of middle ground was not only desirable, but necessary. Thus the problem began

soft-sell commercials

LENGTH OF CONTRACT	APPROACH
52 wks	Soft sell
52 wks	General
8 wks	Hard sell
3 days	Safe driving
52 wks	Soft sell
1 wk	Soft sell
13 wks	Booklet
8 wks	Soft sell
18 wks	Language
3 wks	Man on street
2 wks	Soft sell
4 wks	Soft sell
3 days	Hard sell
8 wks	General
52 wks	Soft sell
4 wks	Soft sell
5 wks	Jet age
3 days	Soft sell
13 wks	Soft sell
13 wks	General
13 wks	Soft sell
6 wks	Soft sell
13 wks	General
52 wks	Soft sell
52 wks	Music
52 wks	Medium
1 wk	
13 wks	Soft sell
2 wks	Soft sell
4 wks	Soft sell
13 wks	Soft sell
13 wks	Soft sell
13 wks	Soft sell
1 wk	General
2 wks	Product
4 wks	Safe driving
6 wks	Soft sell
6 wks	Soft sell

to resolve itself around intelligent creative programming to fill the listener's need and which would, at the same time, provide an acceptable vehicle for the sponsor's message.

Program Manager Frederick Himes, together with Sales Manager Edwin Kabernagel, formatted basic policies on programming with commercial needs integrated into the over-all schedule. The type and method of commercial presentation were also integrated into the policy decisions. The result was commercial programming as well as program control.

With the first obstacle apparently removed we relaxed in the belief that the Baltimore advertising agencies would immediately recognize the values and potential of fm in general and WFMM in particular.

It will come as no great surprise to others in the fm field to learn that, with few exceptions, the agencies did not break down our front door. Kabernagel's experience showed that media buyers and account men:

1. were reluctant to move clients from am to fm because it required a certain amount of courage and judgment (15% the safe way is better than 15% with risk);
2. were generally uninformed as to the advantages of fm or couldn't care less;
3. demanded statistics or evidence on which to base a recommendation.

To help overcome the agency barrier we retained the services of MacLellan Associates, Inc., a Baltimore advertising agency with a strong background in radio and creative advertising and a unique interest in fm.

With their assistance, a campaign was devised to make a strong WFMM impression on agency consciousness. The first step was a series of reproductions of famous works of art on postcards mailed at intervals from London, Paris, Amsterdam, Berlin and Madrid. Each card carried the message conveyed by our call letters, "World of Fine Music for Maryland."

While these mailings were in progress a strong visual presentation was produced by MacLellan Assoc. Kabernagel followed up the mailings with a personal call and the visual presentation. This approach gained

some agency respect, but little action. Meanwhile, back at the station, a few cautious souls took the plunge and sponsored a segment or two. Some of them dropped out of the picture, but more renewed.

The fact that some sponsors knew more about fm and were more aware of its potential than their own agencies was the clue that led us to the solution of how to accelerate agency interest. All we did was get agency and client together, tell them the fm and the WFMM stories, and leave fm radios so they could hear WFMM programming. The answer was absurdly simple. The fm quality and WFMM programming sold themselves.

The leak in the dike of indifference widened to a trickle and some media buyers began to think they might not be banished to the mail room if they bought WFMM.

We felt we were headed downhill now, but one more problem presented itself—changing the sponsor's raucous am approach to something suitable for fm. Here again the answer was obvious all the time. We just approached the client directly and offered our help and experience to guarantee him the maximum benefit from his fm money. He was happy, and the agency account executive was relieved that he didn't have to exert himself.

Thus we discovered another axiom that has helped our commercial operations—keep your programming creative and diversified.

A concrete example of the value of creativity and diversification lies in the history of our relationship with the Roland Park Realty Co. Roland Park had successfully sponsored a music segment and a spot schedule over a period of months. However, the Roland Park management felt something stronger was needed to command attention amid summer distractions. Program Manager Himes, Sales Manager Kabernagel and Account Executive Kent Redgrave of MacLellan Assoc. Inc. got together and devised a new format peculiarly suited to fm programming. The trio created a five-minute nightly review of a new non-fiction book program called *Best of the Bookshelf*, aired Tuesday through Saturday, 8 to 8:05 p.m. Redgrave writes the review and handles the air work. Himes handles the produc-

Continued on page 67

FM STATION KEY (Continued from page 60)

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

KCNW
Prog.: Country-western
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-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

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

KS8W-FM (Am: KS8W)
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

KFMS-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

XGB-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-Rawalt
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, disn

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-Rawalt
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, comtry

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, comtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
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.)

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 Media
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

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 designed 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

FM STATION KEY (Continued)

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

Hartford
WCCC-FM (Am: WCCC)
 National Rep.: QXR Network
 Counties: 7; ERP: 6.8 kw
 Prog.: Cl, s-cl, con, shw, jz
WDRG-FM (Am: WDRG)
 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.: Meeker
 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.: United 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-Knode
 Counties: 23; ERP: 20,000 w
 Prog.: Cl, con, op, s-cl, nws

WHFS-FM (Bethesda, Md.)
 Counties: 14; ERP: 1,000 w
 Prog.: Cl, op, s-cl, pop, st

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, jz, nws

Orlando

WHOO-FM (Am: WHOO)
 National Rep.: Hollingbery
 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

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)

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.: Hollingbery
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

Macon

WMAZ-FM (Am: WMAZ)
National Rep.: Avery-Knode
Counties: 19; ERP: 3 kw
Prog. (Dup.): Pop, st, nws, wthr, intvw

Marietta

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

WCOH-FM (Am: WCOH)

National Rep.: Bernard Och
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah

WTOC-FM (Am: WTOC)
National Rep.: Avery-Knode
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 Representatives
Prog.: Op, con, shw, flk, jz

Lewiston

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

ILLINOIS

Anno

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

Carmi

WROY-FM (Am: WROY)
Counties: 11; ERP: 11,200 w
Prog. (Dup./Sep.)

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, hawaiian
WDHF

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

WFMP

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

WFMQ

ERP: 37,000 w
Prog.: St, shw, jz, op, nws

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

WSBC-FM (Am: WSBC)

National Rep.: Devney-O'Connell, FM
Unlimited

Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws

WXXF

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

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

Elgin

WRMN-FM (Am: WRMN)
National Rep.: Devney-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

Peoria

WMBD-FM (Am: WMBD)
Counties: 25; ERP: 27,000 w
Prog.: Pop, st, shw, cl, s-cl

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-Knode
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield

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

INDIANA

Bloomington

WTTY (Am: WTTS)
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: 35; ERP: 15,000 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

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

Continued from page 63

tion and Kabernagel furnished the pen while the sponsor delightedly signed a 'til forbid contract. This effort also provided an exclusive feature in WFMM programing.

At the end of a year and a half of operation recently we made a commercial analysis to review the progress we had made.

The breakdown shows a normal proportion of accounts usually associated with fm programing. This group included such products as oriental rugs, hi-fi equipment, exclusive restaurants and investment brokers.

We were surprised at the large number of retail accounts that normally would use am. Most had, in fact, a record of am usage.

While the number of accounts is somewhat small by am standards, we felt that the diversity of products and services represented an excellent cross-section of a successful commercial operation.

Most encouraging was the proportion of sponsors formerly wedded to am.

An analysis of contractual length proved most interesting. Thirteen percent of the total contracts in the period of one year and a half were 'til forbids. Eight percent were 52 weeks; three percent were 26 weeks; 15 percent were 13 weeks; 45 percent were less than 13 weeks; 11 percent less than one week and five percent between 13 and 26 weeks.

National accounts constituted 21.1 percent of the total business with a residual percentage of 78.9 in local accounts.

On the basis of our analysis we conclude that diversity is the key to our commercial operation during the next 12 months.

Our contract renewal rate shows audience acceptance translated into sales dollars.

Our experience in the past year and a half in the Baltimore market and the just-completed commercial analysis have resulted in these three recommendations:

1. There is no substitute for a simultaneous agency-client call and presentation.
2. Concentrate on diversity in programing.
3. Know the characteristics of your local fm listener. ■

FM STATION KEY (Continued)

Fort Wayne

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

WGLM

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

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

(U.S. FM advertisers not covered in the above listing.)

MICHIGAN

Detroit

WLDM

National Rep.: Walker-Rawalt
Counties: 27; ERP: 165,000 w
Prog.: St, shw, s-cl, cl, con

WASHINGTON

Seattle

KLSN

National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, iz

Washington

WFML (Am: WAMW)

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

QUALITY PROGRAMING
IN STEREO
FOR
QUALITATIVE AUDIENCE
KLSN
SERVING
SEATTLE-TACOMA
AND ALL OF WESTERN WASHINGTON
Call Walker-Rawalt

WLDM
DETROIT'S OLDEST
INDEPENDENT STATION
165,000 WATTS

FM
Indianapolis

Mid-America's
most powerful
FM station

WFBM 94.7 mc
"GOLDEN SOUND OF THE MIDDLEWEST"
0 0 0 0

TIME-LIFE STATION



EDITORIAL PAGE

DO WE NEED AN RIO?

WHEN the convention of the Broadcasters' Promotion Assn. opens at the Waldorf Astoria on November 6, one of the major subjects on the agenda will be the challenging question "Does radio need an RIO?"

We're delighted that the BPA under the energetic leadership of John Hurlbut of the WFBM stations, Indianapolis, is bringing this whole meaty matter out into the open for public discussion.

Ever since the formation of the Television Information Office, countless radio men have been asking "Why shouldn't radio have the same sort of image-building agency? Haven't we got the same types of public relations problems—and maybe even more so?"

The answer is, at least, a partial yes. Radio does need a much stronger national voice than anything it has now.

The story of radio's importance, its dazzling achievements in public service, its overwhelming values in American community life, its role as the country's No. 1 purveyor of local news and information, is not being adequately told today.

The RAB is, by its charter, a sales arm of the industry, concerned solely with promoting advertising revenues.

The NAB, though it has instituted and carried through such fine projects as National Radio Month, has been limited in its radio public relations work by budget and policy considerations.

No one is doing the big-scale image-building job which radio deserves and we hope that the BPA members will reach this conclusion unanimously at their New York meeting.

The question of whether a new and separate RIO should be set up raises many practical problems however. The TIO gets its support from a core of 150 tv stations plus the three tv networks. Can an efficient RIO be set up with only minority station backing? Should it be attempted? Or wouldn't a more orderly and efficient method be to expand the radio public relations activities at the NAB? Shouldn't radio members of the NAB demand that this be done?

We trust that the BPA will thoroughly explore these questions, and we congratulate members on scheduling such a timely, important subject. ■

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



Sell those big-buying young adults with BREAKFAST CLUB, FLAIR, SPORTS and SPECIAL EVENTS on ABC Radio. You'll sell those younger families with more mouths to feed . . . more needs to fill. The need to entertain is filled more often and that's why young adults represent your best market for beverages and foods. And ABC Radio has the highest percentage of young adults in network radio.*

**YOUNG ADULTS:
BUY MORE BEVERAGES
BUY MORE FOODS
BUY MORE EVERYTHING**

**ABC RADIO 
FIRST WITH YOUNG ADULTS**

*Call your ABC Radio Sales Representative for the facts.

www.americanradiohistory.com