

CBS RADIO MAPS '53-'54 CAMPAIGN

New York Clinic tells promotion managers and affiliates that a "six-figures" drive will attempt to boost the network's billings even beyond the record 1952 total.

AMID confident predictions that network radio is on the upswing again, CBS Radio's 1953-54 campaign—whose cost is placed in "six figures"—was detailed last week to some 125 promotion managers and other executives of CBS Radio Affiliates at a two-day clinic in New York.

John Karol, vice president in charge of network sales, told the group at its opening session Tuesday that CBS Radio's time sales as of August were 16% ahead of those of last August. "This," he said, "is important to you both as a general reflection of the CBS Radio picture and as a factor that increases the desirability of your station in the national and local spot picture."

Radio's Biggest Year

W. Eldon Hazard, network sales manager, reminded the clinic that 1952 was the year of radio's biggest billings to date, and predicted that 1953 would be even better.

Details of the network's 1953-54 promotion campaign, whose slogans are "CBS Radio goes wherever you go" and "CBS Radio is America's greatest traveling show," were presented by Charles Oppenheim, administrative manager of sales promotion and advertising. The campaign is designed to promote radio generally as well as CBS Radio specifically [B*T, Aug. 31].

George Bristol, director of sales promotion and advertising, officially welcomed the group and praised the local promotion support which affiliates have given CBS Radio's programs and its promotion campaigns. CBS Radio President Adrian Murphy also welcomed the station officials and introduced the network's new promotion film, "It's Time for Everybody."

The visiting promotion managers were advised by George Crandall, director of press information, that annual fall kits, containing releases promoting each show on the network,

Booklet Tells CBS-TV Plans To Plug Fall, Winter Shows

THREE consecutive program promotion campaigns planned by CBS-TV for the fall and winter season are detailed in a 24-page brochure, titled "Eye Opener," which was being distributed last week to promotion and general managers of CBS-TV affiliates, clients, and prospective advertisers.

First of the three campaigns is a six-week drive launched Aug. 24 and slated to run to Oct. 1 to tell viewers about new programs and the return of those which took summer hiatus, as well as those which continued throughout the summer. Second drive will run from Oct. 1 to Dec. 31 and is calculated to hold audiences won at the start of the season. Third will start Jan. 1 and will be designed to keep up the momentum of the two preceding drives.

CBS-TV said it will supply affiliates with basic promotion material for both fall campaigns before the 1953-54 season starts. Kits will include 20-second trailers, audio scripts for the trailers, slides, suggested announcement copy, mats and proofs of ads, copy for billboards, products and client stories and pictures, publicity releases, etc.

would be distributed to them shortly. As last year, the kits will be divided into two sections—one covering daytime shows, the other covering nighttime shows.

CBS Radio's creative programming plans were reviewed by Lester Gottlieb, vice president in charge of network programs. He reported five programs launched this season would continue in the regular lineup: *Crime Classics*, *21st Precinct*, *Johnny Mercer Show*, *Cathy* and *Elliott Lewis Onstage*, and *Rogers of the Gazette*.

Wells Church, director of news broadcasts, forecast that radio news during the coming year would reach a record peak, while John Derr, director of sports, predicted increasing use of edited tape coverage of sports events. Stuart Novins, director of public affairs, emphasized the local effects of CBS Radio's feature projects series, with affiliates presenting local shows based on themes treated in the network's feature productions. Activities in the religious broadcast field were outlined by Dr. George Crothers, director of such broadcasts.

Other speakers included Irving Fein, director of public relations in Hollywood, and John Coffin, treasurer of Sentinel Printing Co., which prints a monthly station promotion magazine with material furnished by CBS Radio.

A surprise appearance at the opening session was made by Jack Benny, who thanked station executives for their promotion of his radio series. "I'm happy about the excitement about people going ahead with radio plans, and I hope that no medium will ever take its place," Mr. Benny said.

Wednesday's session consisted of special seminars dealing with specific station promotion subjects.

A similar clinic for 35 West Coast affiliates of CBS Radio is slated for Sept. 10 at the Palace Hotel in San Francisco.



SCANNING MAP of new Great Western Radio Network are its sales manager, Holly Moyer (l) and Alvin G. Pack, program manager.

RRN's WRRR (FM) Begins

REACTIVATION of the Rural Radio Network's FM outlet at Ithaca, N. Y., on Aug. 30, with 5 kw on 103.7 mc, was announced last week by D. K. deNeuf, RRN general manager. New call letters of the Ithaca station are WRRR (FM), and FCC records indicate it is licensed to Northeast Radio Corp. RRN's former FM outlet in Ithaca was WVSC (FM), which had gone off the air. Mr. deNeuf said RRN presently has a 13-station FM network operating across New York State on a radio relay basis.

GREAT WESTERN NETWORK FORMED

Nine Montana, Idaho and Utah stations band with KDYL Salt Lake City the key outlet. All are NBC-affiliated.

NINE NBC-affiliated stations comprise the new Great Western Radio Network, grouping Utah, Idaho and Montana with KDYL Salt Lake City as key station [AT DEADLINE, Aug. 31]. The network plans to announce selection of a national representative in the near future.

Revised plans completed just before Great Western was announced formally revealed selection of Holly Moyer, KDYL, as sales manager. Mr. Moyer has been in charge of national spot radio sales at KDYL for the last three years. He has extensive experience in western radio sales operations. Alvin G. Pack, KDYL program manager and former executive vice president and organizer of Intermountain Network, will be director of program operation for the network.

Headquarters will be maintained at KDYL offices in Salt Lake City. This will be central clearing point for sales, programming, availabilities and billing. Network advertisers will be able to deal with one office rather than with individual stations.

Organizers of Great Western Radio Network are E. B. Craney, operating the XL Stations (KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls, KXLI Missoula, all Mont.); Henry F. Fletcher, manager of KSEI Pocatello, Idaho; Walter E. Wagstaff, manager of KIDO Boise, Idaho; Florence M. Gardner, manager of KTFI Twin Falls, Idaho, and G. Bennett Larson, president and general manager of KDYL Salt Lake City.

They pointed out that time will be guaranteed on all stations, with all using the line facilities of NBC. Thus the network will be able to offer rates at a lower cost-per-thousand than are now available in the Intermountain West, they contended, along with a more complete coverage pattern.

Mr. Moyer, a graduate of U. of Colorado, was active in Denver radio for years, moving from the talent side into sales at KFEL Denver. He became sales manager and joined CBS as account executive in 1943. Two years later he joined the Hollywood office of John Blair & Co., handling Pacific Coast accounts for the representative firm. In 1950 Mr. Moyer joined KDYL as national sales manager and has functioned on a national and local sales level.

Mr. Pack has been in advertising and radio for over 20 years. A Salt Lake City native, he entered radio in 1930 and in 1942 was named KDYL program director, moving six years later to Intermountain Network as organizer and executive vice president. He opened his own advertising agency and recording company in 1950, returning to KDYL as program director last July.

WKY-TV Signs ABC Basic Pact

WKY-TV Oklahoma City, vhf Ch. 4, has signed a two-year contract with ABC as a basic affiliate, according to P. A. Sugg, manager of the station. WKY-TV already has been carrying ABC-TV programs. It also is a basic affiliate of NBC-TV and carries certain CBS-TV and DuMont programs.

Mr. Sugg also announced that ABC has ordered a new microwave relay system to serve WKY-TV. The system will be ready Sept. 26, Mr. Sugg said.