

RADIO-TV HONORS Safety promoters get Sloan Awards

The Alfred P. Sloan Radio-Television Awards for 1958 were presented last Tuesday evening (May 12) to stations and advertisers for outstanding performance in promoting traffic safety during the year.

Mr. Sloan, president of the Alfred P. Sloan foundation and former chairman of General Motors Corp., presented bronze plaques to the winners during a dinner at the Waldorf-Astoria Hotel in New York. The Triangle group of stations was singled out for noteworthy attention, since the company's radio and tv outlets each won Sloan awards.

The winning outlets were WGN Chicago (over 1 kw, sustaining category), WAVZ New Haven, Conn., (1 kw or less, sustaining category), Triangle Radio Stations (regional radio network, sustaining category), Triangle Tv Stations (special award), KWTV (TV) Oklahoma City (television sustaining

category), Canadian Broadcasting Corp. (national tv network sustaining category).

Advertisers who received Sloan Awards were the Metropolitan Life Insurance Co. (national radio network commercial category), General Motors Corp. (tv network commercial category), H. H. Meyer Packing Co., Cincinnati (tv station commercial category), Mutual Insurance Co., Columbia, Mo., (regional radio network commercial category), First National Bank, Lake City, Fla. (under 1 kw radio station commercial category), Hoseth Auto-Electric Co., Rapid City, S.D. (over 1 kw radio station commercial category).

Harold E. Fellows, president of the NAB, told the dinner meeting that the area of safety education "is one in which broadcasters can do a particularly significant job because of the flexibility and penetration of the media which they employ to reach the masses of the people of the nation. In this respect," he said, "when one thinks of 'safety first,' he also thinks of 'broadcasting

first' as a major instrument for teaching."

The awards are sponsored by the Sloan Foundation and administered by the National Safety Council. Awards have been presented for 11 years.

Agency interest in fm cited at PAB meeting

Advertising agencies are deeply interested in fm's achievements and potential, Elliott M. Sanger, executive vice president of WQXR-AM-FM New York, said Thursday (May 14) in an address to the Pennsylvania Assn. of Broadcasters at Bedford Springs.

FCC should encourage new am applicants to apply for fm, Mr. Sanger said, stimulating the spread of fm throughout the country and at the same time preventing overcrowded am frequencies. He contended this crowding is making am reception less useful year by year.

Discussing stereo, Mr. Sanger suggested the sub-channel should not be allowed to deteriorate the sound quality of the main channel. He added that although sale of sub-channel services can help support the main broadcast channel, it should not encourage the broadcaster to neglect his broadcasting function.

RTNDA-ABA talks

A meeting of minds will be sought by Radio Television News Directors Assn. with the American Bar Assn. when their respective groups get together in Washington, D.C., Friday (May 22) to discuss prohibitions against electronic courtroom coverage.

RTNDA's media committee will meet with the nine-member ABA special committee on proposed revision of judicial Canon 35, headed by Whitney Seymour North, New York, ABA president-elect (1961). RTNDA media group members include Ted Koop, CBS, Washington; Julian Goodman, NBC, Washington, and John F. Lewis Jr., WBAL-TV Baltimore. Like NAB, the news directors' organization seeks a relaxation of restrictions on radio-tv access to court proceedings.

ABA committee representatives will be Joseph A. Ball, Long Beach, Calif.; Richard C. Coburn, St. Louis; David A. Nichols, Camden, Me.; Judge Emory H. Niles, Baltimore; Lewis C. Ryan, Syracuse, N.Y.; James L. Shepherd Jr., Houston, Texas; Richard P. Tinkham, Hammond, Ind., and Edward L. Wright, Little Rock, Ark.



Pressed into service • St. Louis' Mayor Raymond R. Tucker (r) pushed a button on a KPLR-TV Ampex unit there April 28 to put programming of the new ch. 11 on the air. Others in the picture (l to r): Harold Koplar, president of 220 Television Inc. (station owner) and vice president-general manager of Chase-Park Plaza Hotels (which house the station); Sam Koplar, president, Chase-Park Plaza, and James L. Caddigan, KPLR-TV executive vice president-program director.

KPLR-TV's studios occupy 16 rooms in the hotels, plus a 64 x 75 ft. sound stage at the rear. Equipment includes two Ampex videotape units (one mobile). A German-made antenna (BROADCASTING, April 6) is on KPLR-TV's tower in Lemay, Mo.